

PRINTERS'

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INK

VOL. XCIII

NEW YORK, OCTOBER 28, 1915

No. 4



Picks and Shovels Have Made an Empire Out of a White Elephant

Speaking about a "white elephant on your hands"—fancy having a million acres of arid land placed to your credit—with conditions! Bunch grass and sagebrush, barren rocks and sparse scrub timber, with impassable mountains around it and war-whooping Indians spread over it. It takes courage to face a Christmas gift of that kind.

But even arid land has its possibilities. So, when Congress allotted a million acres of it to Montana provided she would put it in condition for cultivation, was Montana discouraged? Not a bit of it. She looked over the bunch grass and the sagebrush and the barren rocks and the sparse scrub timber, then put her ear to the ground Indianwise and, hearing in the distance the roar of her mighty snow-fed streams, Montana smiled. "Just wait a bit," she said, and the sequel has been well worth the waiting.

Taking possession of her gift, Montana turned her population loose with pick and shovel. Soon the great rivers were sending little life-giving streams trickling through the parched soil in all directions and presently Montana began to gather her crops and trundle them off to market. Thus her ungainly white elephant was transformed into a domestic animal of inestimable usefulness.

Meanwhile, such of Montana's picks and shovels as were not digging irrigation ditches, were kept pecking away at the sides of her mountains, whose interior revealed a mass of treasure unsurpassed by any Arabian Nights' tale.

What Montana has accomplished has been done quickly, scarcely more than a short quarter century ago she did not "belong." But Montana has performed gigantic feats. Harnessing at will the rushing torrents that tumble down through

(The Ayer & Son advertisement is continued on page 81)

Start Anywhere

Many an advertising campaign has "died a-borning" because the manufacturer wasn't equipped to back up a nation-wide campaign.

So the start was delayed six months until the *business* could be adjusted to the advertising plans. Then it was delayed another half-year and another.

And finally the campaign was abandoned because advertising was a necessary force in developing a national business, yet too costly to be employed without a national organization.

* * *

The right plan for such cases is to *adjust* the *advertising plans* to the *existing organization*.

Start the campaign anywhere. Plan for one State or section at a time, and progress in accordance with the healthy, normal business development.

Standard Farm Papers reach a given class or section.

Used as a unit, they offer the largest national farm circulation at the lowest rate per thousand.

But through the use of Standard Farm Papers you can select your territory and adjust your advertising to the needs of each concern.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Prarie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairymen
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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The Headline That Gets the Advertisement Read

Generally, the Headline Should Not Tell the Story, but Be Interest arousing, and Short

By E. T. Gundlach

Of the Gundlach Advertising Company, Chicago

A SALESMAN'S call consists of three stages.

First, his introduction, his entrance, his method of getting an audience.

Next, his argument or presentation of the subject, his display of merchandise or discussion of the proposition.

Last his appeal, his manner of "closing" the prospect, his method, after having pleaded the argument, in getting the prospect to agree to buy.

These three stages of the salesman's work correspond specifically to:

The headline.

The body of the advertisement.

The appeal at the end, be it in coupon form or plain appeal.

Now, of these three portions of an advertisement, the first, that is, the headline, is of the least importance. The second portion, or body of the ad, containing the offer, means overwhelmingly more than both the other two together.

But, just as the finer points of the appeal or final closing sentences of an advertisement are frequently neglected and their importance underestimated, so the headline, in turn, because it is the most glaring part of an advertisement, is given a disproportionate amount of study; and, what is worse, it is a basis of misleading experiments and incorrect deductions.

I do not mean by this that the making of headlines is not to be studied with due care; nor do I imply that an advertisement with a bad headline will be anywhere near as good as one with the right kind of headline.

But it is an egregious error so frequently made by advertisers when they have seen an advertisement fails to pull, to start doctoring around with the headline, trying to get some wonderful new "approach" to make a bad advertisement pay.

WRITING THE HEADLINE LAST

The headline, I dare say, is the last thing to think about, in writing an ad.

In composing an advertisement the first thing to consider is the manner of making the proposition: how to explain it in an appealing way—not necessarily by the so-called "reason why" method, but by some kind of appealing talk, argumentative, descriptive, or narrative.

Next find your appeal at the end, the sort of phraseology and presentation that will bring the interested reader to the point of writing in for a catalogue or of going to a dealer.

Then, after this has been done, having been either actually written out on paper or at least mentally sketched out, comes the time to write a headline that will grip the reader and lead him quickly

and entertainingly into the already-thought-out portions of the advertisement.

There is here an absolute analogy to the study of ordinary salesmanship. How often do we hear salesmen discussing their methods of "getting at" a man:—how to walk into the outer office; how to smile at the young lady in waiting and see that she gets the salesman an audience with the boss; and finally how to introduce yourself to your prospect in order to sell to him.

We even hear salesmen discussing as of primary importance the particular clothes they wear, down to the color of the necktie; the most successful manner of sliding up to a table and laying down a card; the kind of voice, whether rough and loud, or meek and conservative, which one should adopt in introducing oneself to the prospective victim.

As a matter of fact, all of us who have handled salesmen know from experience that this skill in introduction is the least of the virtues of a salesman. We do not dispute that it is a virtue and that some men have a way of getting quickly into the good graces of a prospect, getting his ear and attention in such a way as to increase the sales over the man who lacks this faculty.

But—

We also know that the salesman who makes good on a larger scale is a man who knows his proposition and who can talk about it intelligently, and who will present in a descriptive or other form his particular offer in such a way as to arouse and retain interest.

We know that the great difference in salesmen lies in that ability to talk and argue intelligently—not in their appearance or voice.

We know, furthermore, that among these intelligent men there are some whose salesmanship is relatively weak because they lack the ability to close. They can get a man interested, but they do not know how to lead him to the point of taking the next step, be

it a request for a catalogue or a date for a meeting or an actual order. This ability to close is the one quality that salesmen appear most frequently to lack; simply because they have studied it the least.

Finally, we do know that the salesman who has the ability to present his proposition and the ability to close is always a good salesman. He may wear his hair shaggy and his clothes barely presentable, yet he will pass into most of the inner offices. He may stutter a bit, or have a red nose—if he knows how to talk his proposition and how to close, he will still be at least a fairly good salesman. He may not be as good as the man who in addition has the faculty of "approach," but

he will be incomparably better than the dapper-looking gentleman who knows all the finesse of saying "good morning" and concentrates his study on this acquirement.

Now, then, if you are going to train a salesman, train him first of all in your proposition, explain to him your offer, all the good points of your offer, all the objections that can come up, and how to meet them; teach him next how



Stick It On Your Wind Shield!

Clear away ahead at all times with this great little rain shield. It sticks to your glass wind shield with 3 vacuum cups. Strongest wind cannot blow it off.

U-CAN-SEE
TRADE MARK

Rain Shield

Made of tough, flexible, transparent Pyraline. Lasts for years. Attached to the glass in ten seconds. No water can run under or drip off the edge.

It Rolls Up!

Removed instantly by stopping pushknife blade under each rubber cup. It rolls up and goes into the sturdy fibre tube when not in use. Tube is only 10 1/2 x 3 inches. The finest and only rain shield.

By Mail for \$1.50

Send \$1.50 for one of these superior rain shields on approved American combination car and rain shield, \$2.00. Prepaid to any point in U. S. Money back if not satisfied. Worth ten times its price in every rain or snow storm. 50 cents extra in Canada.

Dealers: Write quick for agency proposition and prices. This is the latest offer in the accessory line.

On page window sale call. Come on every car.

Write today.
Frey Mfg. Co.
1528 N. La. St.,
Chicago

THE DOMINANT LINE, "U-CAN-SEE," PARTAKES OF THE "BREEZY" APPROACH OF A SALESMAN

to close his man, how to induce that man to take the next step, whatever may be the next step you wish him to take. Then, *incidentally*, tell him your idea of the best way to approach a prospect.

But in this point, the manner of approach, leave it more to the individuality of the salesman than to anything else.

ANALOGY IN HEADLINE WRITING

So I say regarding headline writing:

Write the headline *after* you have finished your talk, or write it, at least, after you know just what you are going to talk about. Write the headline *after* you know what you are going to say at the very end; for the headline is the incidental that leads you to your conclusion; and the body, with the conclusion, not the beginning, are the vital elements.

Now, then, in basing headlines on our advertisements and not the advertisements on our headlines, we should bear in mind, first of all, the simple point that the headline is meant to attract those who may be interested in what we are going to say following the headline. Too many copy writers design headlines for the purpose of general attractiveness. This method of securing *generic* attractiveness is carried so far that I dare say that a vast majority of the advertisements that are voted as extra fine ads by the general public and by superficial "experts" are particularly poor advertisements; simply because such ads constitute a self-conscious presentation of some subject through a clever, breezy headline, the interest in which is entirely general and not specific.

SAMPLES OF "BREEZY" CLEVERNESS

As an illustration of a headline or rather a display line, let us pick up a magazine at random and we find therein such a brilliant line as this:

"U—CAN—C"

This brilliant Unceda adaptation, on closer examination, is found to refer to a rain shield for an automobile.


Just below this advertisement is one headed as follows:

"EVEN THIS OLD BOY IS HITTING ON ALL CYLINDERS"

Then follows the picture of a smoky old petroleum lamp; then comes some matter set in oval with black type on gray, and down at the bottom in white type we finally discover that all this refers to a new Stromberg carburetor.

Compare this with another ad—

**—even this old boy
is hitting on
all cylinders**



**BUT—
He's Wasting Fuel**

Don't think because your engine is hitting on all cylinders you're getting maximum service! This old boy is giving light all right, but he's certainly devouring fuel. Your engine might be running to suit you, but how do you know you're not wasting gas?

Write for New Carburetor facts you've probably never heard of—learn how the New Stromberg Carburetor will increase the power, speed, acceleration and gas economy of your car whether it is new or old. Be sure to state name, model and year of your car—find out how the

New STROMBERG Does It!
CARBURETOR

Stromberg Motor Devices Co., Dept. C-44 E. 26th St., Chicago

WOULD THE HEADLINE ATTRACT PROSPECTIVE BUYERS OF CARBURETORS?

vertisement in the same issue, that of the M. & S. Gear Co. There is a picture of an automobile and the headline "Stuck" immediately above it. This headline, together with the picture and an arrow pointing on the rear axle, would interest every owner of automobiles. It would interest particularly the automobile owner who has been stuck or who is afraid of being stuck. As he gets a little further, it would interest him particularly if he had fears

regarding a rear axle. Then comes a line "Send in this coupon and get this book free."

I do not know who wrote this ad nor what agency places it, but whoever it was he has evidently believed in two points that few seem to recognize: First, the character of the headline required; second, the placing of the appeal, which generally goes to the very bottom, immediately following the

more conspicuous, almost shrieking.

Yet this advertisement attracts through its headline. It argues its point correctly and, while it might be improved in detail, it is essentially right and far superior to some of the handsome ones with their bright headlines and appetizing pictures.

The essential point I have tried to make in this comparison is the fact that this advertisement appeals to the man who is going to be interested in M. & S. Gear, whereas the other advertisements are written to show off the cleverness of the man who invented a brand name or the brilliancy of the man who wrote the ad.

INCOMPLETE HEADLINE IS BETTER

But after having established the fact that the headline should not be written for the general public, but for that part of the public which is interested in the proposition, we come to our second point which is:

The headline should not tell the story.

Heterodox this may sound, but from actual records running into millions of figures, whether on mail-order business or on business which eventually goes to the dealer, and which is only expected to pull an inquiry for catalogue, I

can state positively that generally the headline which does not tell the story is stronger than the headline that does.

This statement can be reconciled entirely with my first statement that the headline should attract the reader who is interested in the proposition.

Take again the headline, "Stuck." This line in no sense of the word tells the story, which from the other theory would be written something like this:

"M. & S. Gears prevent trouble with your rear axle."

STUCK!

Through Loss of Traction Due to the inefficient old style bevel gear Differential.

Send in this Coupon

and get this Book FREE. It tells how the wonderful M & S Differential makes it impossible for your rear wheels to slip—in a mud hole, in sand or on slippery pavements. Every motorist should read this book—you are certain to want your next car equipped with the M & S—it distributes engine power evenly and smoothly to both wheels—gives all the power all the time with a smaller gasoline consumption—Makes driving easier and safer. The M & S is more economical than a wheel.

FORD Owners can get the "M & S" NOW

"Pulls Both Wheels"

The M & S is a special gear Differential and is the first scientifically correct improvement over the old style bevel gear. The American Manufacturing rights were secured by Brown-Lipe-Chapin Co. the largest makers of Differentials in the world—a fact which speaks volumes for M & S principle and design. The M & S prevents one rear wheel from revolving faster than the other—just like a differential between two wheels on a different level—without any loss of power or torque.

Send in this Coupon for the Book—Ask your Dealer about the M & S Differential. He will send it on next year's car because it makes rear axle trouble.

We are now ready to make Agency Arrangements for Ford Salesmen. Write us or it might be better to write.

M & S GEAR CO., 1036-1042 Whitney Bldg., Detroit, Mich. (Formerly Kansas City)

ASK FOR THE M & S DIFFERENTIAL ON YOUR NEW CAR

A HOMELY, YET ATTRACTIVE HEADLINE

headline and, as it were, a part of the introduction.

The balance of the advertisement is rather chopped up, uninviting reading. It might be compared to the talk of a salesman who swings around from one subject to another; yet the facts are there, and they are presented in a way that sinks in. The word "stuck" should, in my judgment, have been in larger, blacker type. Quotation marks might have been put around it to save a little twang of coarseness; certainly it could have been much bolder and

HOW DO YOU HANDLE PACIFIC COAST ADVERTISING?

WE found it necessary several years ago to establish a complete office in San Francisco to care for the work of our clients on the Pacific Coast and to plan the Pacific Coast work of our Eastern clients.

The development of our organization there has been rapid and its growth most gratifying.

Advertisers are recognizing the necessity of advertising service which thoroughly understands conditions beyond the Sierras. Within the last two months two large national advertisers whose Eastern business we do not handle have asked our help on the Pacific Coast.

We were very glad to utilize our facilities there in this way, and it occurs to us that more manufacturers might find this office very useful.

The H. K. McCann Company, Ltd., of Toronto, affords the same facilities for American manufacturers desiring a more intimate knowledge of Canadian advertising, mediums, markets and buying customs.

THE H. K. MCCANN COMPANY
SAN FRANCISCO CLEVELAND TORONTO
NEW YORK at 61 BROADWAY

That headline would tell the story, and if it held my attention at all, I would probably pass on after I had read it.

The headline "Stuck" does not tell the story. It attracts me and makes me read into the proposition.

We can find a precise analogy with the salesman. It is conceivable that a salesman might go into a place where he is not acquainted (and all our analogies must be based on salesmen's calls on new and indefinite prospects) and say:

"Mr. Jones, I want to sell you 2,000 pair of shoes at \$3.45, less two off ten."

It is much more probable that a good salesman would say:

"Mr. Jones, have you heard of our special offer on ladies' shoes?"

Mr. Jones' reply to the first question would have been,

"I don't want shoes at \$3.45."

His reply to the second offer would be,

"No, I have not heard of your offer"—and he would probably add, "Well, what is it?"

VALUE OF VERY VAGUE LINES

In our office we carry this principle of vague headlines so far that on the face of it they often seem like absurdities. We have played to the utmost such lines as "Wonderful," "Stupendous" and similar adjectives in connection with the word "Offer," and always (this is vital) in connection with a clear illustration of the merchandise offered.

We have even gone further and used such lines as "Now!" and "Write!" together with an illustration of the merchandise, and after stating the proposition in a very general way have followed with the very last words of the appeal, the thing we expected the man to do next. Then, taking a fresh dip of ink, we would proceed to tell the real story of the advertisement.

So we establish the second principle that, generally speaking, not always (the exception being where the headline summarizes the offer) the first words of an advertisement should not explain the story.

The third general principle of

headline writing, and perhaps the most important, is that of brevity.

We have seen some very good advertisements—not written by ourselves, because we simply never write them that way, yet, from results, unquestionably good—in which headlines of ten and twelve words have been used. But I suspect that it is the advertisement as a whole, with the headline as an incident, that has made these advertisements successful.

Take a headline like this:

"Kohler manufactures but one quality of enamel plumbing ware, of uniform color and only the highest grade."

This ceases to be a headline. It is a sort of large type introduction to your story. It is a good plain statement, the advertisement being otherwise convincingly written, together with an illustration at the top that would attract the man or woman interested in plumbing ware. It may be a good advertisement.

But I dare say that it is not as good a headline as the word "Only" in big conspicuous type right under the picture of the bathroom. I do not say that "Only" would be a good headline, but a headline it is, at least.

You might have a headline like this:

"Yes, that's right."

Then, below, in much smaller type, "There is no question about it—Kohler's method has won out—by manufacturing but one quality Kohler developed the very best in enamel plumbing ware. All the products of this factory are of the highest grade, one grade only, and of uniform color." Then go on with the advertisement.

The point regarding this matter of brevity is partly that I believe there is a value in the shock, in the attention being caught by a very few letters under an illustration.

Just how important this attraction value of larger type may be I would not want to estimate, but we are inclined to believe it is considerable.

Another point, however, is certain, and that is this: That the human eye and the human mind,

What Makes Quality Circulation?

What is the best indication of a publication's value to you and your business?

It isn't subscription price, nor typographical appearance, nor age, nor method of circulation. These things are important, but the thing you most want to know is—the paper's hold upon its readers.

Does it grip them?

That's the big question.

A paper's pulling power for you depends upon its pull upon the men and women who read it.

And that's the secret, the explanation, the reason why of the *Missouri Valley Farmer*:

It has reader-hold. It isn't a picture paper; it isn't a magazine; it isn't "the only" farm paper—but in more than 500,000 farm homes in the Corn-Belt, it is regarded as an every-day help in all the duties of farm life and farm work. Its subscription price is only 25 cents a year—but it sells motor cars and farm tractors and pianos and good wearing apparel and everything else that the progressive farmer and his family use. It sells goods because its readers *believe* in it—because they have found it of practical every-day help to them. Here is a sample of what its readers say about it when renewing their subscriptions:

"I am an old subscriber to Valley Farmer, and I also take six other farm papers. I think Valley

Farmer is doing as much if not more good than any other farm paper I ever read, especially in educating the farmers to better methods of farming. No paper can do a better work than educating the people that feed the world.

J. P. DAVIS."

Everett, Ohio.

"We are all Valley Farmers down here and we like the paper fine. I don't know just how long I have been taking the paper, but I don't want to miss a copy. I could get along better without my coffee than without the paper.

W. E. CONDRAY."

Ellsinore, Mo.

It is this hold upon its readers which makes "Quality Circulation."

If you know the farmer, a careful study of the pages of *Missouri Valley Farmer* will convince you of its pull with its readers—and that's what you're looking for.

Circulation in excess of 500,000.

Arthur Capper

Publisher.

TOPEKA, KANSAS, Oct. 22, 1915.

Ask for a Capper Bulletin or talk to any of my special representatives.

Marco Morrow, Director of Advertising, Topeka; J. C. Feeley, 1800 Mallers Bldg., Chicago; W. T. Laing, 716 Flat-iron Bldg., New York City; T. D. Costello, 300 Graphic Arts Bldg., Kansas City; C. H. Eldredge, 1106 Chemical Bldg., St. Louis; M. L. Crowther, 1005 Colcord Bldg., Oklahoma City; J. T. Dunlap, 203 First Nat'l Bank Bldg., Omaha.

Missouri Valley Farmer

as well, do not grasp over three, or at the most, four words at one time.

If you will look up at the stars some evening you will recognize that you can not see more than three or, at the most, four stars at one time. Look at a group of six stars and you will see that they divide themselves immediately into groups of three and three, seven stars will be three and three and one, or possibly three and two pairs, or possibly three and four.

You cannot see seven stars at once, nor six stars, nor five stars. Our finite, primitive minds are like those of the Indian, who counts one, two, three—and many. We have progressed beyond the Indian, not in being able to add further, but in being able to multiply beyond three or four.

Therefore, when you go to six or seven words in a headline, you have no longer a real headline, for a headline is an introduction, an attention-getter—no more.

Perhaps a single-word headline is often the best. Two- or three-word headlines are better than those of four and five words. And the words should be short words, with but few letters.

In connection with the matter of brevity of headline, we must also keep in mind that the fewer the words, and the fewer the letters, the more conspicuous it can be. There is here a difference between the salesman who knocks at your door and brings himself directly to your attention, as against the advertisement which you can ignore completely while reading editorial matter, and which must, in many cases at least, force itself upon your attention.

THE PRINCIPLES SUMMARIZED

We have then these three principles:

1. The headline should not be written in order to seem clever in the eyes of the general public, but to attract the attention of the man who is likely to be interested in what follows below the headline.

2. The headline should not tell the story, except in rare cases where it summarizes the offer, but it should be more or less vague

and interest-arousing, rather than narrative.

3. The headline should be composed of a very few words, preferably of few letters.

But in connection with this discussion of the headline, permit me to repeat that, in my judgment at least, the headline should be based on the advertisement and the advertisement never on the headline.

If an advertisement does not seem right, modify the offer or modify the method of presenting the offer. If the offer is good common sense and the method of presentation seems to be the one that experience with your own salesmen has shown to be right, then study closely the appeal, and see what weakness lies at the very end of the ad. Then last of all, try to improve the headline.

Varieties of headline should be chosen, but that is not for the sake of improving the headline, but merely for the sake of variety; the variety in outward appearance, due to the headline of the advertisement, gives renewed interest and reaches people who have not been reached by the type of headline heretofore used.

But to take a certain advertisement which is not just right and then experiment with headlines to see if it can be made right; to base your experience regarding advertising on the method of presentation, is analogous to the studies of the mediocre salesman who experiments with the colors of his neckties and the modulation of his voice, rather than giving primary attention to the method of presenting his proposition.

F. P. Walsh to Publish Kansas City "Post"

Francis Patrick Walsh has been made publisher of the *Kansas City Post*. He was chairman of the Federal Commission on Industrial Relations, appointed in 1913 by President Wilson.

T. N. Gretzer with Avery & Sons

T. N. Gretzer, formerly of the Hart-Parr Company, Charles City, Iowa, has succeeded A. D. Edgar as advertising manager of B. F. Avery & Sons, Louisville, Ky.

A Market for

2,145,504 Pairs of Gloves

Yesterday's business man went by the rule of thumb. Today's business man goes by facts—for successful business today is based on facts.

Glove manufacturers of the country should know something of the Purchasing Power of The Philadelphia Bulletin's readers.

Three Hundred Fifty Seven Thousand, Five Hundred and Eighty-four people buy The Philadelphia Bulletin each day and the members of their families total 1,072,752 readers.* These people consume more than two million pairs of gloves a year.

This estimate is based on each person buying only two pairs of gloves a year. But how many wear out three or four pairs a year?

Think of this opportunity to increase the sales of your gloves. Think of how many pairs of gloves you are now selling in Philadelphia. Think of the number of pairs you could sell by concentrating on these Glove buyers—these readers of The Philadelphia Bulletin whose average purchases of gloves total over 41,000 pairs a week.

When you consider facts—Glove Selling Possibilities from this new angle—you will more fully realize the Business Building advantages which The Philadelphia Bulletin holds forth.

Some of our readers are buying gloves today—many will buy tomorrow—and each succeeding business day will bring its average demand for over 6,800 pairs.

Glove buyers to be reached through The Philadelphia Bulletin purchase on an average of over 6,800 pairs of gloves a day—probably one-third of these purchases are made by men, the other two-thirds by women.

We will be glad to tell you how to get distribution, secure dealer co-operation and increase your daily and weekly glove sales in Philadelphia.

THE PHILADELPHIA BULLETIN

*This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, October 25th, 1915.

All rights reserved.

Salesmanship Club Organized in Detroit

The Salesmanship Club of Detroit was organized October 5, with the following board of directors: D. M. Barrett, publisher of *Salesmanship*; E. C. Tanager, sales manager of the Joseph Mack Printing Company; F. C. O'Meara, instructor in salesmanship; Norval A. Hawkins, general sales manager Ford Motor Company; F. H. Dodge, general sales manager Burroughs Adding Machine Company; James W. Fiske, director of selling service of the J. L. Hudson Company, and Harry W. Ford, president of the Saxon Motor Car Company.

Over 300 business men have already declared themselves in favor of the new organization. The club is said to be the first organization in the country that makes anyone interested in salesmanship eligible for membership, no matter if he is office boy, ribbon clerk, sales manager or president of the company.

Plans are now being laid for open forum meetings and educational courses for the winter months.

New Advertising Manager for Southern Pine

Wallace J. Ferry has been appointed advertising manager of the Southern Pine Association, with headquarters in New Orleans. Mr. Ferry succeeds Henry Schott, who resigned to become connected with the publicity department of Montgomery Ward & Co., of Chicago. Mr. Ferry has been with the Ferry-Hanly-Schott Advertising Company, of Kansas City, Mo.

Dan A. Carroll Again Represents Baltimore "News"

The publisher of the Baltimore *News* has appointed Dan A. Carroll, New York, general advertising representative in the Eastern territory. Mr. Carroll represented the *News* for a number of years prior to its purchase by Frank A. Munsey in 1908.

Change of Office Executive in St. Louis Club

Paul Hutchinson, who has been in charge of the office of the St. Louis Ad Club as assistant secretary-treasurer, has resigned and is now with the Mississippi Valley Advertising Company, St. Louis. Chas. W. Collier succeeds him.

Gannon Succeeds Young with Peninsular Co.

Vernon Young has resigned as advertising manager of the Peninsular Stove Company, of Detroit, and joined the Eureka Vacuum Cleaner Company. L. E. Gannon has taken his place at the Peninsular Company.

Jewelry Manufacturers Combine in Advertising

An October issue of *Vogue* contains a page advertisement of five jewelry manufacturers of Newark, N. J. No mention is made of the names of the advertisers or their trade-marks—"Bureau of Jewelry Fashions" appearing at the foot of the page. The space is given almost entirely to half-tone reproductions of unusual jewelry specialties of different sorts.

S. C. Croot, of the Siegfried Company, New York, which is handling the account, stated that the plan outlined is conservative and rather experimental in nature. "No attempt is being made to secure free publicity," Mr. Croot told PRINTERS' INK. The advertising is in the interest of the entire jewelry trade, as these manufacturers feel that if anything can be done to stimulate the jewelry business, they, owing to their standing in the trade, will receive their share of the benefit.

Utica Agency Dissolves

The Ray W. Johnson Advertising Agency, of Utica, N. Y., has discontinued business. Ray W. Johnson is now connected with the Utica Ice Cream Company as advertising manager.

The accounts of the Mott Wheel Works, of Utica, and the Jackson Rim Company, of Jackson, Mich., which were formerly handled by the Johnson agency, have been turned over to the Switzer-Stackhouse Company, of Utica.

Louisville Agencies Combine

The Moore-Cottner Advertising Agency and the Caryl Spiller Advertising Service, both of Louisville, Ky., have been consolidated under the name of the Moore-Cottner-Spiller Advertising Agency, of which Mr. Spiller is vice-president and general manager. The other members of the concern are H. H. Moore and F. B. Cottner.

Resignation of Heminway Silk Co.'s Advertising Manager

Miss E. A. Archer, advertising manager of the M. Heminway & Sons Silk Company, New York, has resigned to specialize in needle-work. She was previously needle-work editor for the Butterick Publishing Company.

Pratt & Lambert Discontinue House-Organ

Pratt & Lambert Inc., of Buffalo, advertisers of "61" Floor Varnish, Vitrolite and other products, have issued an announcement to their dealers that they will discontinue their house-organ "Varnish Talks."

Geo. Hitz & Co. Indianapolis, has started an advertising campaign on Hitz's Sweet Cider, which is sold in jugs through the grocer.

"To Enter New York, Dominate at the Start"

William Dailey, of the Cheltenham Advertising Agency, New York, and Frederick W. Nash, manager of the food department of the General Chemical Company, were speakers at the luncheon of the Representatives' Club of New York, October 25. Mr. Dailey spoke of the necessity for knowledge, on the part of the seller of advertising, of the particular conditions in the advertiser's business, and Mr. Nash, in his talk on "Marketing a Food Product" brought out some of the methods by which such a knowledge is to be obtained.

Mr. Dailey mentioned an instance in which he had asked a magazine representative for some information regarding conditions in a certain field, and it was forthcoming to such an extent that the advertiser declared that the magazine man knew more about the field than he did. A substantial contract was the result, even though the magazine man had not directly attempted to sell space.

Mr. Nash emphasized the necessity for the most careful analysis of the market before a new product is launched, as well as the study of the product itself. The interests of the consumer, the dealer, and the jobber must all be consulted, he declared, for no lasting success can be built upon a plan which disregards any of those factors. "I have sometimes been called a 'crank' on the subject of attractive packages," he said, "but the adoption of a handsome and striking package right at the start is a great economy. If you have a package which the dealer really wants to display in his windows and on his counters, it will save a vast amount of urging and prodding."

Speaking of breaking into the New York market, Mr. Nash declared that the cheapest way in the end was to dominate in the beginning. It is hopeless, he said, in these days, to attempt to make the advertising pay for itself month by month as it goes along. A substantial investment is necessary in advertising, just as it is necessary in a new factory. You cannot expect to spend a thousand dollars this month and see it all come back before you spend the next thousand.

Pohlig Goes with Philadelphia "Evening Ledger"

Theodore H. Pohlig has been appointed advertising manager of the Philadelphia *Evening Ledger*. He will take up his duties November 1. For the past two and a half years he has been advertising manager of the Sunday edition of the Philadelphia *North American* and before that he was advertising manager of the Philadelphia *Press* for many years.

The annual convention of the American Specialty Manufacturers' Association will be held November 18 and 19 in Detroit.

Juniors Will Stage an Advertising Campaign

A novel campaign was begun in Philadelphia last week by the Quaker City Ad Club, which is composed of 100 of the younger men in the advertising field in Philadelphia. It will include every process used by a concern which has an article for sale and the advertising agency which undertakes to sell the article. The executive committee of the club will act as the manufacturing firm which is producing the article. This imaginary manufacturer will produce a commodity which he wants to place before the public. Another committee of the club will act as the advertising agency. The latter committee will be the most important, as great skill will be required in advising the manufacturer on the manner of conducting his campaign, and an expert advertising man will be selected as its head. Another advertising man will be chosen to act as advertising manager for the manufacturer.

At the meeting last week the board of directors of the manufacturing firm met with the representatives of the advertising agency and went thoroughly over the situation. At the next meeting of the club other committees will become active. One of the committees will first establish a trade-mark, which will qualify the product until the campaign closes. A sub-committee will have the trade-mark registered after which the advertising agency will begin to produce copy. All of the members of the club will be asked for ideas. Then the printing, engraving, commercial photographing and lithographing committees will take part. These committees will tell the advertising agency how much money will be required to print the advertisement after it is finally selected.

Necessarily much research will be required to obtain all this information. The members of the various committees will be obliged to obtain estimates from local business firms and learn enough about the various lines to submit an intelligent report to the agency. The advertising mediums will then have to be selected. Committees of the club will represent the various publications. The newspaper committee will ascertain the advertising rates per line of all the newspapers, and report to the agency on every subject in the newspaper advertising line. Other committees will report for other publications.

The club purposes taking an active part in the convention of the Associated Advertising Clubs of the World to be held in Philadelphia in June of next year, and at the close of the campaign in May it is proposed to place the completed advertisements, plans, etc., before the delegates to the convention.

"Southland Farmer" Appoints Foreign Representative

The E. Katz Special Advertising Agency has been appointed foreign representative of the *Southland Farmer*, Houston, Texas, in the New York, Chicago and Kansas City territories.

THE November issue of *Obiter Dicta*, now being mailed, contains, among other material, the following articles which may be of particular interest:

1. *Food Products*—announcement of the completion of two years' investigation by the Curtis Division of Commercial Research. Accompanied by maps, charts and tables of general significance to manufacturers and advertising men.
2. *The Urban and Suburban Market*—a statistical treatment of the population available for cultivation by advertisers with distribution in and near the 229 leading cities of the country. Tabulated in detail.
3. *Better Art in Advertising*—a plea, by an expert, for more effective handling of advertising space. Illustrated with examples from Germany.
4. *Circulation—Quantity and Quality*—description and chart of an intensive audit of periodical circulation, with state distribution figures for the Curtis publications.

5. *Training Young Men*—first complete story of the new vocational plan of training young salesmen, with an offer of exceptional interest to employers.
6. *The Growth of Advertising*—a table indicating the advertising investment in various classifications for the past four years.
7. *How 30,000 Homes Have Been Built*—the method by which The Ladies' Home Journal aids prospective house-builders.

Any persons not already on the mailing list may obtain copies of this issue upon request addressed to

OBITER DICTA

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia



The Sperry Magazine in Chico, California.

"THE COLONEL'S LADY AND ROSY O'GRADY"

¶ These two—made famous by Kipling's charming imagery—and over 500,000 of their "Sisters" throughout America, read and enjoy The Sperry Magazine.

¶ From it they gain buying inspiration which is translated in terms of cash across many thousands of retail counters for merchandise of every sort which enters the Home.

¶ The Sperry Magazine has a "protected" circulation—direct to the Woman-Who-Buys—by a distributing method so unique as to place it in a class by itself among home publications.

¶ There is a direct and constant "Tie-Up" between your product and our readers that will materially assist your Sales Promotion.

Ask Us to Call Today

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-Fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

How Bromo-Seltzer Cultivates the Jobber

Dealers Push the Goods Because of the Maximum Discount, Which Is Given Them Only on Orders of Considerable Size

"WHY are the jobbers so enthusiastic over Bromo-Seltzer?" the sales manager of a leading wholesale drug house was asked recently.

"Because the Emerson Drug Company is enthusiastic over us, I suppose," was the succinct reply.

There, in a nut-shell, is the secret of the enormous success of Bromo-Seltzer, out of which the Baltimore manufacturing company is reputed to have made millions since it was first put on the market about a quarter of a century ago.

Protection of its trade, making Bromo-Seltzer a profitable item in the stocks of jobbers and retailers alike, has been constantly in evidence in the sales work of the company, and the result is that today, in spite of the fact that other remedies of the same class have lost much of their popularity, Bromo-Seltzer is still selling in such quantities that the larger jobbers usually order in carlots.

Of course, it would be unfair to class Bromo-Seltzer with headache powders as a whole. It is really in a class by itself. Consumers think of headache powders as being one thing—while Bromo-Seltzer is just Bromo-Seltzer. The name has become almost a part of the national vocabulary, like Kodak and Vaseline; and though Bromos by the hundreds have been marketed since the original was offered to the trade—the Emerson Drug Company not being able to protect that part of the name, referring to the use of bromide—most of them have fallen by the wayside.

That Bromo-Seltzer went through the muck-raking period to which proprietary medicines generally were exposed a number of years ago, without losing its grip on the public and its standing with the trade, indicates the strength of its proposition. It has maintained demand and distribu-

tion under circumstances which have put lots of other enterprises of a similar kind out of business.

ALL SALES ARE THROUGH JOBBERS

The company distributes exclusively through the jobbers. This is one of the strongest cards in its assortment. While other concerns selling the druggists have been endeavoring to increase business and reduce expenses, as well as win the favor of the big buyers by selling direct, the Emerson house has all along been the stanch friend of the jobbers, and has refused to sell anybody except through a regularly established wholesaler.

"Why, that concern will sell a blacksmith shop, if it wants any of its goods," was the contemptuous reference to another drug manufacturer, made by the head of a jobbing house, who handles its goods as a matter of course. Yet, in spite of the fact that the drug jobber has comparatively little to do with creating the demand, it is easy to understand why he looks with favor on big sales of Bromo-Seltzer, and refuses to go out of his way to help the cause of the other.

With its well-nigh universal distribution, it might be argued that the Emerson company cannot afford to do without the jobbers, in order to take care of the small accounts, and to deal with credits and collections; yet it is chiefly the concerns which have established a demand everywhere for their products that have fostered direct sales, using the jobber to handle the little buyers, and giving the big fellows the benefit of the largest possible discounts when selling direct for retail distribution.

Naturally, such a policy makes for price-cutting by the concerns getting the maximum discounts, and dissatisfaction on the part of the small retailers, who have to

buy through the jobber, and are at a disadvantage in selling in competition with the larger stores.

It is to avoid just such a situation that the Emerson Drug Company refuses to sell direct, and at the same time protects its retail price as far as possible by having its maximum discount to the retailer apply on \$20 purchases. This assortment is small enough not to prove unwieldy for even the modest suburban store; while on the other hand it is sufficiently large to insure his pushing the goods to get his money out of the stock.

DISCOUNT IN THE FORM OF A "FREE DEAL"

The discount for this quantity amounts to an extra five per cent. The proposition is not handled as a straight quantity discount, however, but as a free deal, five per cent more goods being delivered with \$20 orders. The jobbers charge this amount back to the company, which thus has a record of all purchasers of the \$20 lots.

Besides giving it a line on those who are pushing its goods in the different markets, this also insures the dealer, and not the jobber, getting the discount, inasmuch as, were it applied originally on sales to the latter, it would be to his interest to sell principally in small lots, so as to retain the extra five per cent. As it is, he makes just as much on \$20 sales as on small ones, so that it is up to him to keep the dealers buying in the maximum quantities, while it is to their interest to do so in order to get the minimum price. This is just one instance of the carefully worked-out arrangement whereby everybody's interest is taken care of, and every distributor is given an incentive to work for Bromo-Seltzer.

In fact, it is asserted that the retail druggist makes more money out of the sale of Bromo-Seltzer than he does in handling most other so-called patent medicines, his margin, including the extra five per cent. secured by means of the free-deal, being generous enough to satisfy everybody. That is what has impressed the druggists with the fact that the

company doesn't want to make all the money, but is anxious to share its prosperity with the trade.

The Emerson Drug Company was one of the first manufacturers to recognize the fact that window space has a definite value, and that the dealer should not be asked to give it up without getting something in return. Its "deal" on window displays involves giving two \$1 bottles for the use of the windows for a week. The big bottles are made the center of the window displays, a record of which has to be made by the Emerson representative; and while the value of the goods is not great enough to make it an object for the dealer to give up his windows, unless he is favorable to the sale of Bromo-Seltzer, it strengthens the position of the company with those who are "pushers" already.

Druggists in the downtown sections of large cities value their windows at \$25 to \$100 a week each, according to location, and many of them regularly sell the space to manufacturers for demonstration and display purposes. These, of course, never accept the free-deal involved in the use of the Bromo-Seltzer window displays, but it is a favorite with the average suburban druggist, who sees a chance to boost Bromo sales, and therefore his own profits, and at the same time get an extra discount in the form of additional goods.

The retail trade is called on about twice a year by a salesman of the company, and usually something out of the ordinary is put on while he is on the job. Besides working for window displays in the manner indicated, special concessions for quantity purchases are made in the form of wrapping materials. These are in great demand among the druggists, the company furnishing pads of small size wrappers, bags, etc., imprinted with its ad and also the name of the dealer.

In addition, another popular advertising stunt is the use of sheet music, carrying the Bromo ad and the dealer's name. Needless to say, the music is usually stuff on which the copyright has expired.

such old favorites as "Suwanee River," "My Old Kentucky Home," etc., being used.

The traveling men also arrange considerable consumer work, folders and other literature being distributed. In former years, before the Government regulations prohibited it, sampling was indulged in, but as it is now unlawful to distribute samples of headache remedies, the company restricts its advertising among consumers to pamphlets of various kinds.

Although the druggists as a whole believe that Bromo-Seltzer is entirely harmless, the Emerson company has got in line with public sentiment on the subject of protection against the misuse of drugs by furnishing the dealers, without charge, measuring devices by means of which doses of the preparation used at the fountain will always be of exactly the right amount. The device nominally remains the property of the company. In addition to protecting the consumer, there is also a good argument in favor of its use in that it prevents the dispenser from being too liberal with the material, and thus protects the profits of the druggist in handling it at the fountain.

Incidentally, the use of this measuring machine shows that the company is not overlooking anything in the way of publicity. Bromo-Seltzer has always been packed in a blue bottle, and the public is thoroughly acquainted with it. The sight of the familiar blue bottle, turned up-side down in the measurer, at every soda fountain one enters, certainly ought to be worth something from the standpoint of keeping alive public interest in the proposition.

POLICY REGARDING SUBSTITUTION

While the bulk of the sales of Bromo-Seltzer is unquestionably made over the counter in the original package, the soda fountain business has become a large feature of the trade. In some sections it is reported that the company has been a victim of substitution in this connection, inasmuch as it is impossible to prevent an unscrupulous dealer from putting

a cheaper material in the bottle, for use at the fountain.

In contrast with the policy of some companies which have been injured by substitution, the Emerson concern, as far as is known, has never attempted to retaliate, but has relied on its popularity with the trade and the fact that the dealer can make a good profit by handling the real thing to insure getting most of the business that it is entitled to.

Some manufacturers of pharmaceuticals make a specialty of producing substitutes for well-known branded articles, and inasmuch as the profit on the sale of these is usually much in excess of that which can be taken by the dealer who sells the genuine, there is always some attraction to the unscrupulous, and that is why substitution is practised in the drug trade to a larger extent, probably, than elsewhere.

In its literature and other advertising matter, however, the Emerson Drug Company emphasizes the importance of buying Bromo-Seltzer in the original package. For instance, on the sacks which it furnishes to the dealers, the announcement is to this effect:

"The Blank Drug Company Sells Bromo-Seltzer—But Not in This Sack."

As far as any aggressive campaign against substitution is concerned, however, none has ever been launched, probably for the reason suggested, that most of the sales are in the unbroken package over the counter.

Reference was made above to the fact that Bromo-Seltzer is protected from excessive price-cutting by giving maximum discount on \$20 purchases. This protection does not mean that it is sold at the list prices of 25 cents, 50 cents and \$1, however, because, in the drug trade, "schedule" prices are usually cut prices. These schedules, which are fixed by the local druggists' associations, vary, but in most cities the schedule on Bromo-Seltzer is 19 cents, 42 cents and 83 cents, or 19 cents, 39 cents and 69 cents. Where these are regularly maintained, it

may be said that the article is not being sold at a cut price, because these are the standard in that community.

Of course, some druggists sell the goods for lesser prices, but as such a course necessarily means a sacrifice of profits, under the price-protection arrangement which is in effect, it is seldom that any continued attack on the retail price is made. Taken as a whole, it is probable that the position of Bromo-Seltzer, as far as price-cutting is concerned, is as satisfactory as that of any other proprietary article on the market.

In this connection, the experience of the company is interesting. It started out making the maximum discount on \$100 lots, which was not a practical proposition for anybody but the big dealers, and the delivery of these large quantities of free goods to the large buyers soon had the effect of getting the little fellows up in the air, both because they could not make the profits which their competitors were getting, and because the latter were able to cut prices whenever they chose to make a leader of Bromo-Seltzer, and still get as big a margin as the druggist who had put in only a small stock.

The company soon saw that it would have to take better care of its small customers, and the free-deal was made to apply on no quantities above \$50. This helped matters some, but in order to remove all possible cause for complaint, and satisfy the little fellow that he was on the same basis as his most powerful competitor, the \$20 basis was established, and has worked out satisfactorily. A deal is made with \$10 lots, but in order to get the maximum discount practically all the drug-stores of any consequence buy Bromo-Seltzer in \$20 lots.

"It has been an interesting thing to see the way competition has risen against Bromo-Seltzer," said a leading jobber not long ago. "In the first place, its name lays it open to a large extent, and a preparation with a somewhat similar title is now being advertised with some success. The company

has no exclusive right to the use of either word separately, seltzer being a common noun applicable to any effervescent alkaline mineral water, and having been originally applied to the water at Nièder Seltzers, a village in Prussia. But in spite of the ability of competitors to take more or less similar names, the original has been leading the field for a long time, and, in my opinion, will continue to do so.

"It has the friendship of the trade, and with this big asset it will be able to weather even worse storms than those which the proprietary-medicine manufacturers have already been subject to."

Quaker Oats' Bargain in Cooking Utensil

The Quaker Oats Company, of Chicago, has been using full pages in newspapers in connection with its special sale of the Quaker double cooker, which is intended for use in preparing oatmeal. The object of providing the cooker is to insure correct methods, and to bring out the fullness of the flavor and aroma, the company says.

The cooker, which is made of aluminum, is said to have a retail value of \$2.50. It is sold during the special sale, lasting for only a week, for 50 cents plus five trade-marks from the Quaker Oats package. "Next Week 50 Cents—But Never Again," is the way the proposition is featured to housewives. Lists of grocers displaying the cooker are printed in the advertisements, but they have nothing to do with handling the sales, consumers sending in the money and the trade-marks to the Chicago offices of the company.

The attractiveness of the proposition is emphasized by reason of the fact that the company has a regular standing offer whereby the cooker is supplied at the rate of \$1 plus the trade-marks, so that during the special week the price is just half of normal. Under the usual terms over 700,000 have already been distributed, it is stated.

Receivership for Publisher of "Fruit-grower and Farmer"

The American Printing Company, St. Joseph, publisher of the *Fruit-grower and Farmer*, has been placed in a receiver's hands. It is said that a re-organization will be effected and the business continued.

Edison Poyer Joins "Electrical Record"

Edison Poyer, formerly New York State representative for *McClure's Magazine*, is now associated with the *Electrical Record*.

The most magic words in America

They are "Bethlehem Steel"

It is apparent why this stock is now selling around 600. Night and day the steel mills are manufacturing, and selling their product even before it is manufactured. Which also means that they are buying -- continuously buying new machines and equipment. Where do they buy it? How do they know where to go for it?

Not long ago a letter came into the office of the "American Machinist." It read in part:

"Most certainly do we use the information in the advertising columns of the American Machinist, and would not consider the paper complete without it."

It was signed by the Superintendent of the Bethlehem Steel Co.

Furthermore, it is typical of what hundreds of other superintendents of big shops think of the advertising columns of this paper.

*Have you anything
to sell them?*

American Machinist

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News, Power* and *Coal Age*.

All members of the A. B. C.

November issue of Hearst's Magazine will break all its previous records in quantity of circulation, in quantity of advertising, in net circulation revenue and in net advertising revenue.

The best proof that a magazine is a desirable medium for advertising is the desire of the public for the magazine itself.

More than 75% of Hearst's present circulation is sold over the newsstand.

No over-zealous salesman forces on an unwilling buyer *one single copy* of the 401,876 magazines sold by the newsstand route.

These 401,876 people step up and buy Hearst's for no greater or less reason than a *real desire to possess Hearst's*.

Nor do we use undesirable or unprofitable methods to promote our direct subscription sale.

People whom we *want* to read Hearst's must desire Hearst's enough to pay a fair price for it and *it alone*.

Not a day passes but what the subscription department of this magazine could close with one or a half-dozen subscription agencies that will guarantee us from 25,000 to 100,000 subscriptions within a very short period of time, but—

The price at which we would have to sell Hearst's to these subscription agencies would be *so low* as to make it unprofitable and undesirable to *force* this quantity of circulation on our books.

Past experience has taught us that *forced circulation* yields a very, very low revenue per copy per year;

That it is exceedingly weak in renewal possibilities;

That while it adds greatly to the *quantity* of circulation, it does not improve the *quality* of your circulation;

That the percentage of cancellations is high;

That "forced circulation" adds to your "overhead" without materially increasing your circulation revenues;

That "low price" circulation creates "high price" advertising space.

And in spite of our "restricted selling" the circulation gain on Hearst's Magazine in the past eight months has been greater than the circulation gain made by any other general periodical.

November, 1915, circulation	-	507,876
February, 1915, circulation	-	255,000
GAIN		252,876

Hearst's circulation and circulation methods are open to investigation by its advertisers.

Forms for January issue close December 1

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations

Advertising Advertising

Hugh Chalmers and the Associated Advertising Clubs are energetically in favor of advertising advertising. They want consumers generally to know that proper publicity actually cuts the cost of living.

This is exactly what The Farm Journal has been doing for the last thirty-five years with its "Fair Play" notice.

This seems to lead rather logically to the thought that, if you want folks to have confidence in your sales message, you put it in The Farm Journal, with well over a million circulation. December closes November 5th.



"Unlike any other paper"

The Grocer—What Sort of Man Is He?

How Manufacturers May Help Him Sell More Efficiently to 22,000,000 Families

By J. M. Campbell

MANUFACTURERS have a rough-and-ready way of arriving at the number of grocery stores in a community. They figure that there is one for every 400 people.

There is one city—Atlanta, Ga.—which has one grocery for every 250 people. New Haven, Ct., makes a very similar showing.

These cities, however, are exceptions and the rule which manufacturers of products sold through grocery stores adhere to—one store for every 400 people—is a fairly safe one to go by.

On that basis, there are about 250,000 grocery stores in the United States.

A fair estimate of the value of the food eaten by the average American family is a dollar a day. It will thus be seen that through grocery stores are purchased food and household supplies aggregating several billion dollars a year.

What sort of man is the average grocer—the man through whom 22,000,000 American families buy the thousand and one articles necessary for the maintenance of American homes?

I never sold a bill of goods in my life, but I have been in hundreds of grocery stores. I have traveled with grocery salesmen for days at a time. I have watched them work and I have some fairly definite ideas as to the things that appeal to grocers as well as of the differences that exist between grocers in small towns, in cities, and in metropolises like New York, Chicago, Boston and Philadelphia, and I am putting my ideas on paper with the thought that they may be of some value.

In the first place, the grocer in a small town is a bigger man, relatively, than is the city grocer. He calls himself a merchant—a "general merchant." He is prob-

ably a pillar in the church. He knows pretty nearly all there is to know about everybody who enters his store. He does business on credit. A big percentage of profit appeals to him, and as a consequence he often makes the mistake of buying goods that he cannot sell. He does not turn his stock over very often. And he does not advertise. He can't.

The grocer in a metropolitan city, New York, for example, is the very opposite of the small-town grocer. He knows little about his customers, except that they do, or do not, pay their bills promptly. He knows their names, but often he does not know what they look like, what their business is, their religious affiliations or anything about them of a social or semi-social nature. A great deal of his business is done over the telephone. He does not have his customers' interests at heart for the very good reason that the customers he has to-day he may not have a year from to-day. But in one respect he is like the small-town grocer. He does not advertise.

WHERE GROCERS HAVE THE BEST CHANCE

I have often thought that there is a bigger opportunity for a real merchant to go into the grocery business in cities of 25,000 to 75,000 than in smaller or larger places. In smaller places the possibilities do not exist. In the big cities the grocer's possibilities are limited by conditions over which he has no control.

In New York, for example, it is seldom that any but fancy grocers have customers who live more than five blocks away from their stores.

Furthermore, there are in most large cities several business cen-

ters. That is not true of a place like Stamford, Ct., or Aurora, Ill., or Charleston, W. Va.

Towns of that size have only one business center and every man in town, and most women, visit that business center several times a week. There is, therefore, an opportunity for a man to become a real merchant.

The towns I have named are not too big to enable him to be an *individual* in them. Chain stores are not a factor. And he can advertise—if his stock is large and his location a good one. As a matter of fact, advertising will help to make his stock large—will make it possible for him to have a good location.

HOW STORES MAY BE IMPROVED PHYSICALLY

The grocery business is a very old business; it is strange that the physical characteristics of grocery

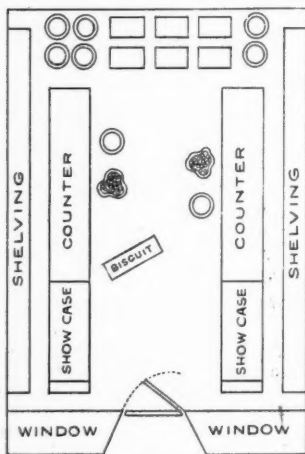


FIG. 1. FLOOR PLAN OF AN ORDINARY GROCERY STORE

stores have not changed to any noticeable extent.

Nineteen grocery stores in 20 are just about what 19 stores in 20 were 40 years ago—as far as the arrangement of the floor space is concerned.

Take as a case in point, a good-

sized grocery in a town of 20,000. On either side of the door through which buyers enter, are windows. They may be plate-glass windows, but the chances are they are not. Down both sides of the store run long counters. On the counters, close to the entrance door, rest showcases in which are displayed a few boxes of candies, a few



FIG. 2. TYPICAL ARRANGEMENT OF ONE OF MR. BOWER'S STORES

boxes of stogies, some tobacco, and a varied assortment of five-cent toilet soaps. Back of the counters are shelves which groan under the weight of canned goods, baking-powder, matches, laundry soap, cereals, etc.

Ten or twelve feet from the door is a stand in which the products of the National Biscuit Company—or the Loose-Wiles Company—are on exhibition.

Somewhere, either in the front or back of the store, is pretty sure to be a barrel or two of apples and a few bags of potatoes. Figure 1 tells the story fairly well.

If you will stop to think of it, you will realize that this arrangement is far from ideal. Space is not utilized as it should be. The store seldom looks neat. Sales people take a great many unnecessary steps.

There is—or was a few years ago—a man in Memphis, Tenn., who, as far as I know, is the first and only man in the grocery business who has realized that it is possible to greatly improve the physical arrangement of grocery stores.

His name is Bower—"Mr." Bower, if you please. And he calls his stores Temples of Economy—"Mr. Bower's Temple of Economy"—No. 1, 2, 3, etc. His stores are arranged like the one shown in Figure 2 on the opposite page.

Examine this drawing, and you will see what an improvement it is. The space assigned to buyers is large enough—but not too large.

The counter extends across the full width of the store. Customers can "get to" the sales people without trouble. The store always looks neat. There is a minimum expenditure for shelving.

Further—and this is as important as anything else—every foot

of space back of the shelving and screen can be utilized.

But I am getting away from my subject.

Let me say that, as a rule, the grocer is *not* a merchant.

Let me say, also, that as a rule he has very little capital. His customers owe him money and he owes the jobber money. As a rule, too, he does not know what it costs him to do business. Nor does he know definitely whether he is solvent or insolvent. Before he went into business on his own hook, he may have been a grocery clerk, a mechanic or a railroad man. Somehow or other, he managed to get together a few hundred dollars. From a jobber he secured credit for a few hundred dollars more. Then he found a vacant storeroom, bought his stock, put in a telephone and opened up.

Without sufficient capital, in many cases without actual knowledge of the business in which he engages, is it any wonder that the

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

average man who goes into the grocery business makes a failure?

To prove that he does make a failure of it it is only necessary to say that no manufacturer of goods sold through grocers, has a mailing list of grocers. When he sends out a circular to the trade, he uses Dun or Bradstreet.

A few manufacturers who have tried to compile a list of retail grocers have given it up in disgust, because they found at the end of a year that nearly 20 per cent of their communications were returned to them undelivered.

Nowadays, everybody complains about the high cost of living. They may not say so in so many words, but their idea is that the grocer is getting an unfair profit. The absurdity of this belief is evidenced by the fact that few grocers make more than a bare living. In order to do business in a big way, grocers have to pay high rentals. They have to have telephones, delivery wagons, sales people, often a bookkeeper.

Men who have studied the grocery business say that the grocer cannot keep going unless he can show 17 per cent profit on his selling price. Grocers' associations are doing good work in the way of educating grocers to a realization of the fact that in order to get anywhere, a grocer must know where he is going. At least one manufacturer of goods sold through grocers has made an earnest and honest attempt to educate the grocer—to bring it home to him that there is something in his business outside of selling—that he must know what it costs him to do business, and that he should think twice before he embarks in the grocery business.

I believe that the greatest kindness manufacturers of products sold through grocers could do the grocery trade is to co-operate with the grocery associations and educate every last one of the 250,000 grocers in the United States to a realization of the fact that there is no use being in business unless one makes money, and that one way to make money in the grocery business is to know what it costs to do business.

Says America Should Awake to Over-Seas Market

(A New York advertising man recently received the following letter, which he believes will interest the readers of PRINTERS' INK.)

PABCO-MALTHOID PRODUCTS—BARVOID
THE PARAFFINE PAINT COMPANY, MAKERS
POST BOX 28, CALCUTTA
SINGAPORE, Aug. 22, 1915.

DEAR S—:

How many times a week do you hear America advised to seek foreign markets—always in South America—if she wants to prosper? The subject is mentioned by speakers at commercial club luncheons every day in the large cities in the States. I believe a part of this ambition is the result of ignorance. A little more knowledge of other markets, where the natives have the means to buy, and have already been educated in the luxuries of civilization, would show exporters that the Latin republics are only a small opportunity in comparison.

Java has a population of about 35,000,000. I don't suppose an equal number reside south of Panama. Yet Java is an island with less area than the coast counties of California. The Dutch who administer the government of Java are primarily traders, not manufacturers. They buy commodities in the open market, from England, France and Germany principally, from the States when they must; and resell to importers in Soerabaja, Semarang and Batavia for good profits. This is one field that Americans have overlooked. China and India and the Malay states offer three even better markets. Yet American goods are mostly unknown there.

Those who are interested in extending foreign commerce should have started selling plans immediately when the war began, instead of waiting until now, when it is nearly ended. They will find more difficulties now. And when the economic rearrangement comes, it is probable the Allies and their colonies (free trade administrations not excepted) will establish a reciprocal tariff that will hurt all foreign industries—I have thought of all the changes that might happen. Frequent mention of the "American invasion" makes every salesman out here regret this prejudice.

E. HOUGHINS.

Manufacturers' Motion Pictures Continue Popular

Although the manufacturers of Gosard corsets have had their moving-picture film, "How Marjorie Won a Career," in which correct methods of corset-fitting are woven into an interesting photo-play, on the road for over a year, it is still proving popular with retail merchants, who are invariably featuring the proposition. The smaller towns are now being visited.

Alfred B. Peacock has resigned from the O'Sullivan Rubber Company to become advertising manager of Forbes & Wallace, a Springfield, Mass., department store.

25,000 Central Stations, Manufacturers, Jobbers, Dealers and Contractors will receive, November 15th, the last piece of publicity the Society for Electrical Development will send out boosting Electrical Prosperity Week. This last gun will be in the form of an advance copy of the advertising pages of Collier's Electrical Number including an 8-page section of special publicity by the Society.

All advertisements scheduled for Collier's Electrical Number, November 27th, will be published at no extra charge in this advance issue to the 25,000 men who are most interested in the Week.

Remember, forms close November 6th—so immediate action is necessary.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. G. Z. Hammesfahr

Sales Manager of Advertising

To Shoe Advertisers

When you put in a branch store, or when you select an agent in any city, your attention is naturally focused on the shopping center—on the market place of that city. You want your shoes to be displayed where the people naturally *look* for shoes.

When you advertise your shoes you should follow the same principle—select the newspaper which is the shopping center—the recognized market place—where the people *look* for shoe advertising.

In Chicago the shopping center for shoe advertising as well as other advertising—the market place—is The Chicago Daily News. Most shoe manufacturers and merchants know this and therefore The Daily News prints more shoe advertising six days a week than any other Chicago newspaper prints in seven days. The figures for the first nine months this year are:

Agate Lines

THE DAILY NEWS. (six days)	218,811
Second paper. (seven days) . . .	150,108
Third paper. (six days)	102,029
Fourth paper. (six days)	69,480
Fifth paper. (seven days) . . .	61,852
Sixth paper. (seven days) . . .	58,801
Seventh paper. (six days)	18,693

If you want to tell Chicago about *your* shoes, advertise in The Daily News.

THE CHICAGO DAILY NEWS

Over 400,000 Daily

Heatherbloom Is Advertised by Ethel Barrymore in a New Play

How A. G. Hyde & Sons Are Taking Advantage of an Unusual Opportunity—Powerful Influence of Advertising Several Years Back Now Enhanced by Publicity of Miss Ferber's Play

CO-INCIDENT with style changes in women's wear which demand fuller skirts comes the initial performance in New York of Ethel Barrymore in "Our Mrs. McChesney," and contemporaneous with both comes the Heatherbloom taffeta advertising of A. G. Hyde & Sons. All of these together furnish the outline for an advertising story that is a running commentary on the power of a million dollars to create lasting value for the good will and trade-mark of a commodity.

Three years ago, when narrow skirts came in vogue, Heatherbloom fabric went out. There was no need of advertising it; for the time being it was not wanted. Petticoats had to be made of soft, clinging material that would not interfere in the least degree with the straight lines of the gown's draping. True, A. G. Hyde & Sons had another Hyde-grade product that answered the new requirements very well indeed, but as for Heatherbloom, it was too stiff and had too much of the "rustle" of real silk.

The next development, chronologically, came a year or more ago when Miss Edna Ferber mapped

out the plan for a series of magazine stories centering around an ambitious saleswoman who put a near-bankrupt manufacturer on his feet through unusual foresight and initiative.

Miss Ferber chose to make a petticoat salesman of her heroine, Mrs. McChesney, and she ascribed the name "Featherloom" to her house's product. Hyde & Sons would quite likely seriously object if a competitor of theirs should attempt to register this name as a trade-mark at Washington, and a PRINTERS' INK representative asked William H. Stonaker, treasurer of the company, if Miss Ferber had sought permission from them to copy their trade-mark so closely.

"We were most glad for her to do so," was the reply. "However, Miss Ferber did not work for our company in any sense when she wrote these stories. From our standpoint, it seems to have been a fortunate circumstance for her that Heatherbloom was on the market and so well known."

Brief explanation of the story and of the new play which is founded on it is here necessary. For some time style had demanded narrow skirts and the consequent scant petticoats and Mrs. McChesney foresaw a turn of the pendulum to

wide skirts and full, fluffy petticoats. So she persuaded her house to make up a lot of Featherloom garments, anticipatory of the demand. Of course, the demand came and none of the competitors was ready to meet it.

Now let us come to the present time and see how all things have



Ethel Barrymore
is talking

(in her latest comedy success)

"Our Mrs. McChesney"

by EDNA FERBER now playing at the Lyceum Theatre)

"It's graceful, buoyant, practical and serviceable and at the same time elegant. Made in all the fashionable shades."

Thus of **HEATHERBLOOM**, the petticoat idea of this charming comedy, inspired by the graceful and practical qualities of the world-famous

HEATHERBLOOM

The PETTICOAT that made the play possible.

On sale at all good stores

NEWSPAPER COPY THAT APPEARED
THE DAY AFTER THE PLAY'S
FIRST PERFORMANCE

worked together for the good of all concerned. The style cycle has turned around to ample draperies; the play, which predicts and is based on just such a change, has its première; Heatherbloom, which will naturally come in for increased sales because of the change of styles, will just as logically profit by the publicity that comes to "Featherloom" on the stage.

Very timely all around, is it not?

A. G. Hyde & Sons have not neglected the opportunity of advertising that is afforded. The day before the initial performance of the play New York newspapers contained their advertisement, headed "The Plot of a Petticoat," calling attention to the performance and ending with "Then remember, it's HEATHERBLOOM, the petticoat that made the play possible." The Federal Advertising Agency has co-operated in working out the campaign. Periodical copy will be similar in style and text to that appearing in the newspapers.

Regarding advertising plans for the future, Mr. Stonaker said, "We will continue to build our advertising for Heatherbloom around the play as long as its run continues. New York papers will keep the public reminded that the 75 petticoats shown in the second act of the play are made of Heatherbloom. The theatre programmes will contain our advertising, also driving this point home. In addition we will use women's periodicals and magazines devoted to the theatre and theatrical folks.

"Manufacturers of petticoats are already doing a good business as a result of the style changes. The demand created for our trade-marked taffeta by several years of advertising prior to 1912 has been a lasting one. We were the first manufacturers of fabrics to trade-mark our goods and sell the entire output under the trade-mark. The amount we have invested in advertising is nearer a million and a half than it is a million dollars.

"And now that the vogue for wide garments is here once more, we are able to continue with

Heatherbloom where we left off three years ago, primarily because of the continuing force of the advertising.

"As an indication of the impression the word Heatherbloom has made on many minds, one of the New York papers in an early edition on the morning following the play's initial performance actually used 'Heatherbloom' in place of 'Featherloom' in the review of the play, and another had it printed 'Featherbloom.' The Heatherbloom trade-mark has apparently been so well advertised that it is hard to forget."

Standards of Practice of Financial Department, A. A. C. W.

As noted in PRINTERS' INK last week, the National Commission of the A. A. C. of W. has accepted the application of the Financial Advertisers Association to become a departmental in the allied clubs. The standards of practice adopted by the association follow:

STANDARDS OF PRACTICE

Believing that Financial Advertising is a field in which the highest standards of business and advertising ethics are and should be maintained, the members of the Financial Advertisers' Association—a departmental in the Associated Advertising Clubs of the World—subscribe to the following Standards of Practice, to the end that efficiency and adherence to these principles may be promoted.

First: To encourage clean and efficient advertising.

Second: To discourage the publication by newspapers and periodicals of financial advertising that does not measure up to the highest standards.

Third: To develop among financial institutions mutual points of contact which will tend to improve their advertising so that this betterment will become permanent and nation-wide.

Fourth: To encourage by advertising the investment through reputable financial institutions of the surplus moneys of the American people.

Fifth: To discourage unreliable and unsafe investments.

Sixth: To make financial institutions realize the value of advertising, and, by co-operation, determine the most effective means of building business, through advertising, in the various departments of a modern financial institution.

Plans for Auto Shows' Advertising

Newspapers, automobile trade papers and outdoor advertising will be used for the automobile shows to be held in New York and Chicago during the coming winter. Bromfield & Field, Inc., New York advertising agents, will be in charge of the campaign.

Firm Wanted

IT is as hard to find "the man for the job" as it is for the man to locate the place he would best fit.

—And then they don't find each other, because in almost every instance it is a third or even fourth party who knows about you or the proposition and brings the two together.

For the past fourteen years I have been successively

Purchasing Agent (large Fire Arms Mfg. concern).

Sales and Advertising Manager (Food Products).

Manager of "Trade Aid" and Advertising Promotion for one of the largest publications.

And (since the last of 1910) in a similar capacity with a magazine of still greater circulation.

"Trade Aid" being coined, requires some explaining. It means assistance in Sales Pro-

FIRM WANTED

motion extended to Manufacturers (and their Advertising Agents) not necessarily to induce their placing advertising in the publication (many were already there) but rather a real and sustained effort by a qualified and experienced man to either

Make their Advertising and direct sales effort more productive.

Solve Manufacturing or Sales problems which made Advertising too costly or ineffective.

Demonstrate by careful analysis of their proposition that they were not "Prospects" and should not be advised to advertise.

"How to Advertise" being often subordinate to "*Whether* to Advertise" in this line of work.

Today it might mean to work out a new type of container for a Toilet Article.—Yesterday might have been spent with some Manufacturer trying to find the reason, and remedy, for certain Bald Spots in his distribution. Devising schemes to aid his salesmen, writing new copy, etc.

The day before might have been used in arranging and suggesting a more economical method of packing goods,—different machinery

FIRM WANTED

—a wrinkle in handling the Jobber—or what not.

—Sort of general “all around” analytical and advisory capacity along the lines of Sales Strategy, Manufacturing and finding the easiest way to arrive at a desired objective.

“Advertising Promotion” is simply the advertising of advertising.—The Sales Promotion of advertising space. This covers every form imaginable of printed sales stimuli and in general assisting the Advertising Director.

Previous to “the last fourteen years” my experience was such as to give a good basis for learning something of human nature.

One year in Machinery and Construction of steel buildings.

One year prospecting for gold and rubber in Central America.

One year in Wholesale “Flat Paper.”

One year in various responsible positions representing a well-known man of wide interests.

During the past ten years I had practically no rest. An attack of “Mumps” in May gave a good reason for one.

—Tho the published announcement at

FIRM WANTED

that time of my association with an Advertising Agency must be corrected.

—It stopped before it started, and I spent the summer in the country.

This, then, is to make a start toward finding the post which fits.

Where, preferably, an interest in the business is ultimately obtainable.

And where the firm will be glad—and I will be glad we are associated.

Sales Promotion—Merchandising Strategy
—Finding a way to do what has not been done—
The complete bringing up to date of business getting methods, with or without an organization to start with. These are my choice, and from Foods to Machinery I am not an entire stranger.

We can be frank, with "all cards on the table," for both sides will be equally anxious to avoid an ill-advised association.

—And, on my part, to avoid one not giving every evidence of permanency.

Faithfully yours,

A handwritten signature in dark ink, reading "R. Wentworth Floyd". The signature is written in a cursive, flowing style with a large, prominent "R" and "F".

54 West 40th St., New York City

In General and Particular

Aphorisms, Epigrams and Just Plain Statements About the Things that Count in Advertising—Ford Jokes and Their Bearing on Negative Advertising Copy

By Geisinger

EVERY failure in advertising can be traced to someone who did not *think*.

How many advertisement writers are obsessed with a mental picture of the man who O.K.'s the copy rather than a vision of the buying multitude!

There is one great mystery about advertising. The older you are in it, the less you think you know, and the younger you are at it, the more you know you know.

Of two evils, it is better to have an advertisement prompt the query "What does it mean?" than to have it passed by without being seen.

Mix an interrupting idea with an interesting idea and you compound the most efficacious germicide for business blight.

A successful advertising man says his best ideas come to him in the bathroom.

This thought, properly advertised in **PRINTERS' INK**, should open a profitable field for the Standard Sanitary Manufacturing Company.

So many advertisements are like dead leaves floating down stream, that it is refreshing now and then to see a bright green one close to the bank.

I thought I knew it all, but I am beginning to have a sneaking suspicion that I can't tell Henry Ford very much about publicity.

A man who thoroughly understands his own business will inspire better advertising copy than

a ton of "know-it-all" imagination. Moral: Take a stenographer with you.

The man who thinks out Ivory Soap copy deduces that there is always a new audience interested in the many uses of an old product.

The man who paints the Gold Dust Twins evidently believes that everybody knows everything about everything.

Which is right?

When an advertiser thoroughly understands *his* business and the advertising man thoroughly understands *his* business, they soon have a profitable business understanding with the public.

When the professor says that a negative advertisement invariably produces a like result, tell him the latest Ford joke and read aloud Henry's annual report.

It may take a year to grind out an advertisement that does not pull, or a minute to think out one that breaks the record. It's not the time of thinking, but the kind of thinking that counts most in advertising.

When Office System Slips a Cog

NATIONAL X-RAY REFLECTOR CO.
CHICAGO, Oct. 15, 1915.

Editor of **PRINTERS' INK**:

A friend of mine on the Pacific Coast sent me the attached clipping in a recent letter, and even though it may not be worth space, I thought it might at least add a smile to the day's work for you.

C. E. WITTMACK,
Manager Publicity Department.
National X-Ray Reflector Co.

DANGEROUS LETTERS

Form letters are sometimes dangerous. Not long ago a passenger wrote a letter of complaint to a Western railroad explaining in detail why he had preferred to sit up all night in a smoking compartment rather than share his berth with a fine line of bedbugs. The letter of apology that he received was so much of an apology and so reasonable an explanation that the gentleman felt perhaps he had been unreasonable in filing his complaint, when he happened to notice his original letter, through error, had been returned with the letter of apology. Looking at it, he saw scrawled across the top this blue-pencil indorsement:

"Send this guy the bedbug letter."

Advertising Helps to Allay Prejudice Against Oleomargarine

Manufacturers Have Increased Sales to Greatest Extent Where Advertising Was Strongest—How the Large Chicago Packers Have Started Consumer Demand

DESPITE an unusually good butter supply, oleomargarine production in August was a half million pounds greater than during the same month in the previous year. The reason for the increase in the production is attributed by the trade to a greatly enlarged consumer demand which has been brought about by national and local advertising.

It is interesting to note that the greatest increase is recorded in the West and Middle West where local advertising efforts were the strongest. In New York City and vicinity most companies selling oleo found business better than during last year.

A man who knows the butter trade from years of experience put the whole situation in a nutshell when he said:

"The increase in oleo production shows that families are beginning to realize the value of the product. They are finding out that it is clean and palatable. Advertising is inducing them to give the oleomargarine a trial, and that is all the manufacturer can expect from the advertising. As far as the superiority of oleo over butter is concerned—well, that is a little angle the advertising might well take up at this time, especially when pure-food experts are given credit for disclosing bad conditions in the butter trade."

Among the companies using national advertising to advertise oleo is Morris & Company. This concern is featuring the purity of its Marigold oleomargarine in magazine advertisements. Local newspaper copy, with the dealer's names imprinted, backs up the magazine campaign.

Armour & Company are about

to begin a billboard campaign on Margarine in New York State. The first posters will appear in Yonkers, according to the present schedule. Newspapers in cities outside of the metropolis will also be used to push the product.

Four years ago Swift & Company began using full pages in the magazines to remove prejudice against oleomargarine. That campaign sought to dispel some of the mystery which surrounded its manufacture. The copy told consumers that the butter fat in oleo is chemically the same as that in



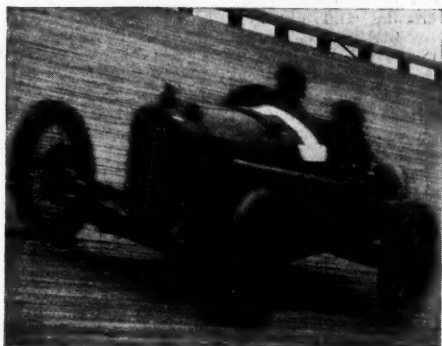
MAGAZINE COPY THAT SUGGESTS THE GOODNESS OF THE PRODUCT

butter and that the only difference was in the way it was secured.

Since that effort there have been many other concerns that have used practically every medium of advertising to increase the sale of oleomargarine. That they have succeeded is indicated by the production figures given in the opening paragraph.

One man who is connected with the oleomargarine department of a big packing house was asked why the greatest increase in oleo sales was in the West.

"The people in that part of the country know more about oleo than those in the East," he re-



Leslie's has carried 11,000 lines more automobile advertising during the first *nine* months of 1915 than it carried in the *twelve* months of 1914.

This, the largest *increase* in automobile advertising secured by any general periodical this year, is another evidence of the recognition among the leading automobile space-buyers that Leslie's method of securing "rated" subscribers of substantial incomes has produced one of the most efficient automobile-buying circulations available today.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago

(Checking by Publishers' Information Bureau, Inc.)

plied. "They have been educated through advertising and their dealers to know that oleo is clean and healthful, and the result has been greater sales each year."

It seems to have been demonstrated in the trade that the hardest thing the advertising must do is to get a first trial of the product. Results have shown that the consumer will go on using oleo after the test has been made. It follows naturally, then, that much of the advertising is highly suggestive of the product's goodness. Illustrations and text strongly indicate the deliciousness of oleo.

Good Reasons for Selling Standard Goods

Sealpackerchief advertising in trade papers has recently emphasized the advantage to the retailer that comes from concentrating on this one line of handkerchiefs. The small investment and frequent turnover are mentioned as reasons for concentrating on the line. Part of one advertisement reads thus:

"Sealpackerchief was originated by us in 1908 and has been advertised continuously.

"It is sold direct to the retail trade at one price to all—large or small.

"There are no special deals, discounts, rebates or bonuses of any kind.

"If for any reason you wish to discontinue the sale of Sealpackerchief, return same at any time, charges collect, and check will be mailed upon receipt.

"We believe this on-the-level, square-deal selling plan appeals to merchants who feel there is plenty of room for all, large or small.

"You can keep your investment down and make a frequent profitable turnover by concentrating on Sealpackerchief. An advertised article could not remain on the market very long, unless the consumer received good value for his money.

"Sealpackerchief is an honest piece of merchandise and is retailed in over 10,000 establishments.

"There may be many varieties of other classes of merchandise, necessitating carrying more than one make—this does not apply to handkerchiefs."

A Salesman Defined

This definition of a salesman won a prize recently, in competition in the Sales Managers' Association of Los Angeles:

"One who sells, satisfies both employer and customer, justly serving the interests of both, using initiative and originality constantly to increase sales without misrepresentation or losing customers by selling something not wanted. A good salesman will study to acquire knowledge concerning the goods and their merits. Also, to cultivate a pleasing, magnetic, dependable personality that will inspire and hold confidence."

Getting His Ideas to Buzz

CANADIAN UNIVERSAL FILM COMPANY
LIMITED

TORONTO, October 13, 1915.

Editor of PRINTERS' INK:

I thought it might interest you to know just how valuable an article recently published in your magazine has been to this department.

The article I refer to was that by W. Livingston Larned, entitled "New Ways of Telling Old Stories in Letters."

This department has, by force of circumstances, only a very limited mailing list, and we were finding great difficulty in telling our old, old story in a new way to the exhibitors throughout Ontario.

You probably know that moving picture films are rented and not sold, and our big work is to present the reason why theatre exhibitors should show the Universal films in preference to all others in their theatres.

We had pretty nearly exhausted all the possibilities of the ordinary circular and the article in PRINTERS' INK came as a veritable godsend.

In addition to being refreshing reading, it was so stimulating in thought that after I had finished it, ideas bad, good and indifferent on the subject were "buzzing" through my brain.

But what delighted me was that they were "buzzing" where it had seemed hard to make them "buzz" before.

PRINTERS' INK has been my constant companion for several years now in all my advertising journeys through advertising agency work, and later in the film business, and I feel sure that this little tribute of mine is entirely deserved.

CANADIAN UNIVERSAL FILM COMPANY,
LIMITED.

W. A. BACH,
Publicity Dept.

Opportunity Abroad for Fire Insurance

A number of American fire insurance companies are reported to have plans for entering certain Central and South American countries, as well as the West Indies, particularly Porto Rico. Representatives of South American countries have been in the United States since the war broke out, and have suggested the advisability of companies in this country extending their field to include the southern hemisphere.

The Home Company, of New York, is one of those which are said to be planning entrance into South America.

An October Zephyr

CHICAGO, October 17, 1915.

Editor of PRINTERS' INK:

Here's a frivolous item for you.

The Thos. B. Morton Company, of Louisville, Ky., is advertising in one-inch space a device that, it is claimed, will "stop snoring in 24 hours."

Quite likely! Most snorers stop of themselves in less time than that.

B.

Readers of a Newspaper who Follow the Advice of the Newspaper to Buy from Advertisers Make that Newspaper the Most Valuable Kind of a Newspaper for Advertisers to Use.

Readers of the NEW YORK AMERICAN, daily and Sunday, read advertisements carefully and spend their money with advertisers, because the New York American, daily and Sunday, advises them to do so. They believe in the paper so thoroughly that they follow the advice.

They have learned by experience that buying from advertisers assures them of uniform price for uniform quality, and that advertisers invariably give them greater service and greater satisfaction.

The NEW YORK AMERICAN believes that one big duty of a newspaper is to help in every way possible to make business successful. Therefore, the New York American co-operates with its advertisers by giving their business news the prominence it deserves.

This policy secures a great volume of advertising for the paper and also assures advertisers of immensely profitable returns.

As an illustration:

The NEW YORK AMERICAN has printed several times every week a list of the books on Finance issued by New York Financial Houses, offering to send them to readers who write in for them. The Financial Houses are glad to supply these books when they receive the names of readers.

The thousands of requests received from readers surprised the Financial Houses. They sent out books and have received from readers, as a result of the American's co-operation, hundreds of thousands of dollars to invest for them. They have secured hundreds of new clients.

Furthermore, the NEW YORK AMERICAN is recognized in the Wall Street District as a powerful advertising medium.

Its financial advertising has grown tremendously during the past year—grown faster than in any other New York newspaper.

It has been proven that New York American readers have plenty of money to invest—that they respond quickly to financial advertisements because they know that the paper investigates carefully every statement of financial advertisers before printing them.



DAILY and SUNDAY

Member Audit Bureau of Circulations

For Men

Editorial

Jack London has done something original in "The Star Rover," and done it supremely well. He has hit upon a new idea in fiction.

"The Star Rover" is essentially a man's book, all virility and no sentiment, with passages of more serious thinking than we are wont to expect from popular novelists. The book has imagination, skill, freshness, and must stand with the best of this author's works.

New York Times.

So says the New York Times about "The Star Rover," which has just been completed serially in the American Sunday Magazine.

"The Ear in the Wall," our present serial, by Arthur Reeves, is equally essentially a *man's* story.

Our whole series of articles by Edward Mott Woolley have been *man* articles.

"Waterloo and the Fall of Napoleon," by Guglielmo Ferrero, a leading article in this month's issue, is surely just as much a man's as a woman's article.

In short, the American Sunday Magazine has an *editorial appeal* that interests *men* fully as much as it interests women.

THE AMERICAN

220 FIFTH AVENUE
NEW YORK CITY

CHAS. S. HART,

Over 2,000,000

For Men

Advertising

Fishing Rods (for men)

"Out of six *general* publications we used, yours stood first."

THE HORTON MFG. CO.

Safety Razors (for men)

"We take great pleasure in stating that our sales have been increased and more prestige gained among the trade from using the American Sunday Magazine than from any other source we can trace."

KAMPFE BROTHERS.

Launches, Sail and Row Boats (for men)

"The tremendous returns that we received from your March issue have not only convinced me that the American Sunday Magazine is one of the best buys in advertising field, but it has also convinced me that people do not read the American Sunday Magazine and then throw it away, as we are still receiving returns from the March issue in surprising numbers."

MICHIGAN STEEL BOAT COMPANY.

In short, the American Sunday Magazine has an *advertising appeal* that interests men fully as much as it interests women.

N SUNDAY MAGAZINE

T, Advertising Manager

00 Circulation

911 HEARST BUILDING
CHICAGO

California County Makes a Business of Advertising

Santa Clara County Employs an Advertising Manager and Seeks Settlers Through Magazines—Funds Are Secured by Taxation—How Inquirers Are Followed Up

SANTA CLARA county, California, is probably the first county in any state of the Union to employ an advertising manager. **PRINTERS' INK** outlined briefly in a recent editorial the manner in which California county boards of supervisors have been empowered by the legislature to levy taxes, the proceeds of which may be invested in advertising. The supervisors of Santa Clara county not only determined to take advantage of this opportunity, but went the State one better. They admitted that they knew very little about the advertising business and rather than trust the administration of the campaign to a "secretary" or "committee" they appointed a man who had had advertising experience, and gave him the title of advertising manager.

The man selected for the place was W. Drummond-Norie, who has been a long-time resident of the Santa Clara Valley. And it was the Santa Clara Valley, chiefly, that was to be advertised. It was desirable to increase the population of the county, and the valley is the big talking point. It is an agricultural section, devoted largely to the raising of prunes, apricots, cherries and other fruits. "The richest valley in the world" is the characterization of Chauncey M. Depew.

Because Santa Clara county is already developed and has so much highly productive land under cultivation, real estate is held at a high valuation. While the average size of an orchard is small, the returns are large and frequently land sells for a thousand dollars an acre or more.

Consequently, the class of persons wanted as settlers is men of some means to invest in a business

requiring a considerable initial expenditure. Mr. Norie's problem, then, was to get responses to the county advertising from the right sort of people. It is easy to secure interest in California of the great mass of the people, but here was a case where a special class of responses was desired. Soldiers of fortune, who are still inclined to look upon California as an El Dorado, would find only disappointment should they be lured to Santa Clara county by its advertising.

The board of supervisors gave its advertising manager a fairly free hand in the direction of the appropriation. He employed the services of the H. K. McCann agency. The work has been under the control of an advisory "County Development Board" representing every important promotion organization in the county.

The advertising centers around a 64-page booklet about the Santa Clara Valley.

"The copy in the magazines," Mr. Norie said to a **PRINTERS' INK** representative, "is designed to do two things only: first to remind the reader of the fact which we assume he knows already—that life is well worth living in California; second to try to interest him in the booklet. The applicant need only spend the price of a postal card in order to get the booklet.

THE IMPORTANCE OF THE BOOKLET

"The fact that one cent is a small price to pay if a man is really interested is emphasized. The headline of one successful piece of copy read 'For One Cent You Can Learn How Santa Clara County Offers You Health and Wealth.' 'Costs Only the Stamp' says another. A very successful piece of copy in a three-inch space had as its display lines 'One Cent' and 'California.'"

But for all that it is made so easy to get the booklet, there is a note in the advertising that indicates the type of man who would be apt to find profit in the purchase of Santa Clara real estate. "This is not a pioneer country," said one advertisement, "and the

man or woman who settles here will require a little capital." Again, in another advertisement we read "Some capital is needed to start here, for it is a developed land with good roads and schools and trolleys."

When a request for a copy of the booklet is received a form letter is sent as well. Most inquirers do not ask for information of a specific nature, and in this event the following letter is sent:

I was pleased to receive your inquiry for our Santa Clara County literature and to learn that you are interested in California. If you will read this literature which I am mailing you to-day carefully, you will get a good idea of our beautiful section of the Golden State, its industries and opportunities. If you still have some special questions to ask, please feel quite free to write to me.

Santa Clara County has much to offer the man of some small capital, whether he is looking for a delightful home place, an investment, or both. It will pay you to investigate conditions here personally and if I can be of any assistance I will be most happy to render it.

Should you be in San Jose do not fail to call upon me.

If the inquirer asks for information on some specific point, of course a special reply is required. Some of the letters asking for the booklet seek information about land and the names of real estate agents, and to such inquirers the following letter is sent:

I was pleased to receive your inquiry for our Santa Clara County booklet, which is an indication that you are at least interested in our beautiful section of California. I have mailed you both booklet and a folder I have just issued, and trust after you have read them you will decide to come out and make your future home among us.

As this department has nothing to sell, I am unable to give more specific land values than those on page 3 of folder. So much depends upon location, improvements, quality of soil, water supply, accessibility to transportation and other matters, that it is only by a personal investigation you can get the information you want. In most cases property is sold on a half cash basis, the balance remaining on mortgage at from 6 to 7 per cent or on terms to suit purchaser.

A copy of our principal county paper, the San Jose *Mercury-Herald*, has been sent you and it might be well for you to look through the real estate ads and write some of the agents whose names appear there.

Should you decide to come out, I hope you will not fail to call upon me in San Jose, as from my intimate knowledge of the county I may be of some

service to you in finding a suitable location.

Incidentally, Mr. Norie pointed out, sending the newspaper to inquirers helps the advertising department of the paper, as it encourages real estate men to advertise regularly.

A large number of valuable prospects have been found to be well-to-do farmers from the East and Middle West, and it is probable that farm paper advertising will be used in the future to some extent.

Regarding additional advertising to supplement the county's campaign, Mr. Norie said "Chambers of commerce, improvement clubs and all organizations formed for the purpose of developing local communities are doing and will continue to do valuable work, for it must not be understood that because the county as a whole is engaged in an advertising campaign these bodies should relax in their efforts; rather they should be encouraged to greater exertion to exploit their own special communities, knowing that the county authorities are doing all in their power to assist in promoting the general welfare. What is good for the county as a whole is good for every city and town in it."

Samples to Advertise Arkansas Pine

The Arkansas Soft Pine Bureau, comprising pine manufacturers of that State, has established advertising headquarters in the Bankers' Trust Building at Little Rock. The bureau is using small panels of yellow pine as a means of advertising its proposition, the sections of wood being printed with the following: "This is soft pine. It is superior wood for interior finish. Its cost is moderate. Ask Arkansas Soft Pine Bureau, Little Rock."

Merrill B. Sands Buys Class Journal

Merrill B. Sands, formerly with the Dunlap-Ward Advertising Company and the H. E. Lisan Advertising Agency, has purchased the *Architectural Review*, of New York City.

Rochester Agency Incorporates

The Elliott Advertising Service has been incorporated at Rochester, N. Y. Associated in the business are L. B. Elliott, Roland Cole and Fred Manning.



Reproduction of February issue of **SUCCESSFUL FARMING**, showing the ad of the Ironclad Incubator Co., by Wade Advertising Agency of Chicago.

Collier's Double Header

T. J. Collier builds "Ironclad" Incubators at Racine, Wisconsin. Under the galvanized iron covering he puts in red wood from far away California, and a lining of asbestos and another of insulated board. Quite natural his incubators give satisfaction.

But his success is largely due to the fact that he uses good salesmanship methods in addition to manufacturing his product well.

His incubators are sold largely by advertising to farmers. He uses all the farm papers that show results.

As **SUCCESSFUL FARMING** concentrates on the territory where there are the most chickens raised, it is of course a great medium for selling incubators. Mr. Collier has made it the backbone of his campaign for several years, using a full page at the height of his season. This year, on account of its record in the past, he will use two pages.

Other advertisers in various lines are using this same idea,

and many more could use it, and with large copy in successful concentration in the states where sales in their line can be most readily made to farmers.

For the guidance of advertisers who want increased results we have compiled a series of Definite Data Maps, which give facts accurately and graphically. One of these maps is shown below. It gives at a glance accurate information on the location of poultry production. A complete set contains sixty-four maps and is a thorough analysis of the buying power of an American Farmer.

If you think a set will be valuable to you, we will be glad to send it to you.

E. T. MEREDITH

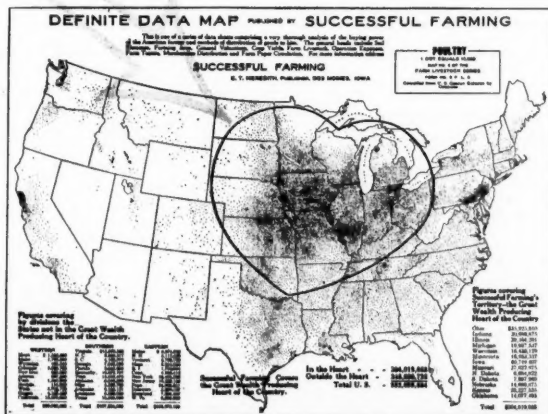
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1719 Advertising Building

New York Office
1 Madison Avenue

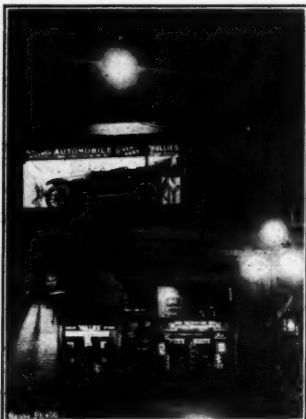


A Definite Data Map showing the location of Poultry production by states. One dot equals \$10,000 in value.

The Yankee Finds a Way

There was hardly room to display a full-size, five-passenger 1916 motor car in George F. Hull's band-box of a cigar store in South Bend, Ind., so the proprietor, who is a professional advertising man, hit upon the ingenious idea of displaying the car on top of his building.

The automobile was raised to the roof on a jin pole, a team of horses doing



the work. The car was then backed into the display case, where it seems very much at home. Window shades to ward off the noon-day sun and screen ventilators in the floor of the case keep the car in perfect condition.

This car is probably attracting more attention than any other machine of the same make ever built, for to paraphrase an old proverb, a garage built on a housetop cannot be hid.

Lumber Association's Activity

The American Walnut Association, with headquarters in Louisville, Ky., has published a booklet describing the rejuvenation of black walnut, which has executed a remarkable "come-back" during the past few years as a material for use in furniture manufacturing, interior trim, etc. The booklet lists the names of furniture concerns which are using walnut, and also gives data about its use in buildings of prominence.

Chicago the Center of Canners' Campaign

The Wisconsin Pea Cannery Company, Manitowoc, Wis., has started an advertising campaign in Chicago on the Lake-side brand of peas and other canned products. Salesmen worked Chicago securing a good distribution before the advertising started.

Honors Conferred upon Oswald Garrison Villard

At the inauguration of the new president of Lafayette College, John Henry MacCracken, at Easton, Pa., on October 20, the honorary degree of LL.D. was conferred upon Oswald Garrison Villard, of the New York *Evening Post*. Last spring the Harvard chapter of the Phi Beta Kappa elected Mr. Villard an honorary member, and at the same time the Harvard Overseers appointed him a member of the Western History Association.

Diagnosis Must Precede Purchase

The Stearns-Hollinshead Company, Inc., Portland, Ore., has started a newspaper campaign on Stearn's Eucalyptus with Menthol Cough Drops, for a tight cough, and Stearn's Menthol and Butter Cough Drops for a loose cough. The advertisements contain a coupon which, if signed and presented to the dealer, will secure a five-cent box. The dealer receives the full five cents from the manufacturer.

New Turn to Toast Copy

Regan Brothers, Minneapolis, Minn., have started an extensive advertising campaign in Chicago on Regan's Toast in sealed packages which sell for 15 cents. The bread used is made especially for the toast and is never sold as bread. It is sliced by machinery, and so toasted that it is never underdone and never burned. The opening advertisement described the numerous ways to use Regan's toast.

E. J. Ryan Is Ayer & Son's Merchandise Counsellor

E. J. Ryan has joined the Philadelphia headquarters of N. W. Ayer & Son as merchandise counsellor. He has had several years' experience in merchandising and sales promotion work with such stores as Lord & Taylor New York; McCreery & Co., Pittsburgh; The Wm. Hengeler Company, Buffalo, and Thos. C. Watkins, Ltd., Hamilton.

Bockmeyer Resigns from Becker Supply Co.

John Bockmeyer has resigned as president of the Becker Supply Company, manufacturer of bookbinders' cloths in New York. George Becker has acquired all the rights and interests formerly held by Mr. Bockmeyer.

New York Has a New Agency

James A. Devine has opened an advertising agency in New York. He was for twelve years with W. Montague Pearsall and two years with Ewing & Miles, Inc., of New York.

Public Ledger Company

announces the appointment of

Mr. Theodore F. Pohlig

as Advertising Manager of the

Evening Ledger

Philadelphia

Nov. 1st, 1915

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

*Radium Folding Enamel—Crystal Enamel—
Samson Offset — Elite Enamel — Opacity—
"101" Bond and many other popular brands*

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

Judge Gary Urges Publicity for Business Ills

Court the Public's Confidence, He Advises, by Giving Them Knowledge that They Are Entitled to Have—A Better Understanding Now of the Sort of Knowledge that Ought to be Divulged

"PUBLICITY has never done as much harm as secrecy. The individual or the corporation with a disposition to publish whatever facts were proper to be known has, without many exceptions, been treated justly; while those who have been defiant, arrogant and secretive have suffered."

This is the assertion of E. H. Gary, chairman of the Steel Corporation, made October 22 in an address delivered before the American Iron and Steel Institute in Cleveland.

Judge Gary's topic was "Publicity," which he stated to be a sovereign remedy for business ills. Reviewing present business conditions, he said:

"The value of good crops we all understand and appreciate. Evidently the season's crops are, in most respects, excellent, and with a good market therefor the farming communities will be prosperous and the country at large will be benefited.

"Business men of this country, particularly those engaged in iron and steel, have reason to be thankful for present conditions, which are very prosperous. Furnaces and mills are generally operating to capacity, and prices for many, if not most, commodities produced are larger than during the last few years and should result in profit.

"We are at peace with the world, and it seems likely that the wise policy which has permitted this will be continued. We sincerely hope and pray that the war raging in Europe may soon be brought to a close and a basis reached for prevention of prolonged wars in future.

"Apparently we are to have a period of industrial peace in this country. Many of the antagon-

isms, hitherto so hurtful, which have prevented natural growth, have disappeared and legitimate business will have opportunity to progress in accordance with its deserts."

On the value of publicity for business enterprise and harmful governmental supervision, the judge spoke as follows:

"The general public and private individuals have been in the past too far apart for the good of both. Lack of knowledge often breeds unnecessary and hurtful antagonisms, and many have suffered even though they were not personally at fault. If the public is approached in a fair spirit it will generally reciprocate.

"There are from time to time many facts in private business, some of great importance, which cannot properly be made public and ought not to be insisted upon.

WHAT THE PUBLIC SHOULD KNOW

"It is not practicable to determine a standard for publicity which is exact and applicable to all cases. Circumstances and conditions must be considered; but a general rule may be stated thus: There should be published whatever of business matters the public is legally entitled to know and also whatever may affect the public interest and may be exposed without detriment to the corporation or individual concerned.

"Legislation or administration of laws or any practice of governmental agencies that seeks to go further than this rule is vicious and should be condemned. I believe thoroughly in publicity, so far as it is practicable and proper. We should not be like owls.

"However, during the present decade there has been a pronounced change in the attitude of large business interests concerning the disclosure of facts and figures to the general public. It will not be questioned that the great business interests of the country have been benefited by this change in disposition toward the public, which has become less distrustful of capital and its controlling influences.

"Is it too much to urge that

from every standpoint it pays the business man or any man possessed of information which affects the public weal to disclose the same so far as practicable and reasonable? Is it too much to insist that publicity is the cure for many of the ills from which the country has been suffering in the past?"

Judge Gary pointed out that while he does not believe the United States can continue in indefinite prosperity after the war ends, he does believe that we will recover more rapidly than the nations now in combat.

"I do think that, with wise administration and with co-operation of State and national governments," he said, "our industries will be able to recover from injurious effects of the war much more rapidly than those of any other country, and that within a few years we shall be more successful than ever before."

George H. Phelps Advertising Director of Dodge Bros.

George H. Phelps has been made director of advertising for Dodge Brothers, Detroit. For the past year he has been assistant to George C. Hubbs, who filled the positions of both assistant general sales manager and director of advertising. Mr. Hubbs' duties as chief assistant to A. I. Philp, general sales manager, have made such demands on his time that the greater part of the work of the advertising department has devolved on Mr. Phelps.

Mr. Phelps was formerly with Studebaker in New York.

Death of Robert Boyd Ward

On October 18 occurred the death in New Rochelle, N. Y., of Robert Boyd Ward, president of the Ward Baking Company, which has 14 plants located in various large cities. His father opened a bakery in New York in 1850 and the son, soon after he was 21, started a bakery of his own in Pittsburgh. This was the beginning of the extensive bakery chain that has now embraced many of the larger centers of the country.

A. G. Richardson Leaves J. Hungerford Smith Co.

A. G. Richardson, for twenty years with the J. Hungerford Smith Company, of Rochester, in the marketing of their nationally known soda-fountain products, resigned a few days ago as vice-president and sales manager.

What "Socony" Gasoline May Do

In his retirement on the banks of Lake Erie the world's richest man must chuckle to see what his prudent child is doing. Anybody can make gasoline to compete with Mr. Rockefeller's great oil company, so what does this wisest merchant's offspring do but copyright a particular name for its special output of gasoline.

Anybody can make oatmeal, anybody can manufacture cameras, anybody can bake biscuits, but advertising has made certain oatmeal, cameras and biscuits enjoy a world-wide market. Their profit is nearly all in the widely advertised names which nobody can steal from them.

Mr. Rockefeller is now going to do a similar thing with gasoline. Unless this prince of business men has lost his cunning it will be noted a couple of years hence that his advertised brand of gasoline will be a synonym for that very product itself.—*Philadelphia Public Ledger*.

Coupons with Print Butter

The Belle Springs Creamery Company, of Abilene, Kan., is using big newspaper space in the West to introduce Belle Springs Butter through a profit-sharing plan. One side of every pound carton of Belle Springs Butter represents a coupon good for one cent; and on the wrapper of the quarter-pound package is printed a coupon good for one-quarter cent. These coupons can be exchanged at the local grocers for either cash or merchandise.

Worthwhile Recipes in the Advertising

The Acme Preserve Co., of Adrian, Mich., is using newspapers in various cities to advertise "The White A Condensed Tomato." In each piece of copy there is a recipe for some new tomato dish. These recipes are so different that the housewife will want to save them.

Utilizing Prize Awards

The National Enameling and Stamping Company, of St. Louis, has an unique way of making use of the blue ribbon awarded the Nesco Perfect Oil Heater at the Panama-Pacific Exposition. Cardboard reproductions of this ribbon have been supplied dealers with the request that they be attached to the oil heaters in stock.

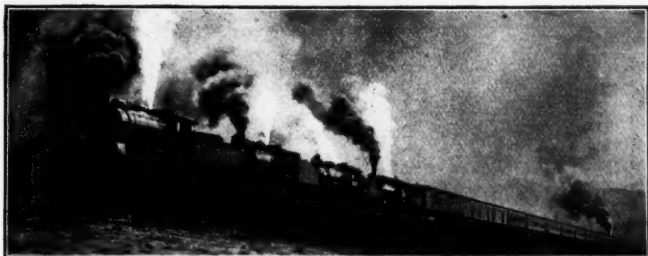
The Doctor Knew the Trouble

Somebody on the St. Louis *Times* wrote this one:

Doctor: "You must go away for a long rest."

Overworked Merchant: "But, doctor, I am too busy to go away to rest."

Doctor: "Well, then, you must stop advertising."



A 2 Million Dollar Market For Fire Extinguishers

There are over 2600 steam railroads in the U. S. These lines combined operate:

Passenger Cars.	68,973
Dining Cars..	1,209
Parlor Cars..	692
Sleeping Cars	673
Baggage, Express and Postal.....	13,005
Caboose Cars	29,423
Passenger Stations, over	85,000
Freight Stations, over	5,000
Power Houses over	1,500
Shops ..over	2,000
Roundhouses over	4,000
Signal Towers over	9,000
Office Buildings, over	3,000
Docks and Wharves, over	500
Miscellaneous (including Warehouses Storehouses Section Houses Dwellings Eating Houses Car Sheds Water Stations Oil Tanks Coalings Stations Elevators, etc.,	15,000

Total . . 238,975

238,975 places to sell from one to fifty fire extinguishers.

A MANUFACTURER WANTED

We have just completed an extensive investigation of the fire extinguisher market among railroads. The figures show remarkable possibilities. To these figures which show *why* and *where* railroads need fire extinguishers, our Copy Service Department—intimate with railroad buying methods—has developed a plan that tells *how* to sell this great market economically.

These figures and this plan will be sent to any progressive manufacturer of fire extinguishers.

Similar figures on your business—sent on request

If you do not make fire extinguishers you may have a greater, more responsive and more profitable market among railroads. Railroads spend over one and a quarter billions yearly, not alone on locomotives, cars, ties, signals—there are 85,000 passenger stations—the smallest of which requires stationery, a broom and a bottle of ink at least. The 125,000 railroad buildings all require roofing and painting continually.

Ask us how heavily they buy of products similar to yours. Perhaps we already have the figures. If not, we will get them if possible. No obligation. Write us.

Simmons-Boardman Publishing Company

New York Chicago Cleveland
Members A. B. C.

Here are the fire losses of 28 railroads for a six-year period:

Adjacent Property	\$501,527
Ashes and Hot Cinders	58,006
Coals from Engine	
Firebox..	170,842
Electric Wires..	381,621
Explosions.	190,024
Gasoline, Oils, etc.	105,801
Heating Appliances and Flues	536,926
Incendary	470,955
Lighting Appliances	434,160
Lightning..	133,149
Matches...	46,328
Rubbish Burning..	43,970
Smoking...	92,354
Sparks from Engines	1,271,218
Spontaneous Combustion....	407,162
Torches....	122,133
Tramps and Trespassers	366,614
Waste and Wood on Lockers	36,738
Wrecks....	346,903
Unknown	2,742,236
Miscellaneous.....	207,922
Forest Fires	13,588
Fusces....	13,940
Friction Hot Boxes Brake Shoes, etc.	76,703

\$8,860,880

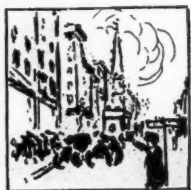
These figures are for 28 roads only—and there are over 2600.

Railroad Age Gazette

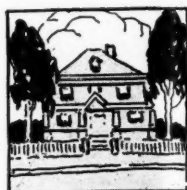
The Signal Engineer

Railroad Age Gazette

RAILROAD ELECTRICAL ENGINEER



*Fifth
Avenue?
or the
Small Town
Home?*



Ye Cannot Serve Two Masters.

Here are two basic advertising facts:

The city-born, city-bred editor *cannot edit* a publication for the small town woman.

The small town woman *cannot use* a publication edited for big cities.

If you use a "straddle" you double your advertising costs. If you use "overflow" you *waste* wherever you don't *miss*.

Result—to reach the small town market you must use a publication edited solely for the country woman by an Editor who knows the precise needs of country life.

Because—if you can't retail cabbages successfully on Fifth Avenue it is equally certain that you can't sell silk hats in a farmer's family. Now, read this excerpt from an editorial by Charles Dwyer, Editor of WOMAN'S WORLD:

"If we build a house we dig down to a solid basis for a foundation—if we are to plant seed we seek good land—if we would get the best results from human nature we must appeal to the best of it."

Simple, honest, human, not easily forgotten. And in this editorial fragment is the whole advertising argument of WOMAN'S WORLD and its editorial policy as well.

"The Magazine of the Country."



The Selling Power of Dwyer's Ideas.

Charles Dwyer is a man who *knows* the small town family. He does not evolve their needs out of his inner consciousness. He does not straddle. He does not talk down to them. He talks *with* them, not *at* them. His table of contents is governed only by the *facts* of their requirements, tastes and ambitions. He edits *WOMAN'S WORLD* *solely* for the small town home and he does it in the simplest, homeliest fashion. No sex appeal in *WOMAN'S WORLD* literature—no extreme styles in its fashion pages—no “mushrooms under glass” for the small town table.

Instead—a perfectly balanced monthly publication which every member of the family reads with interest and in which the small town mother finds a source of help and healthy entertainment that fits into her hand like her garden trowel.

Do you wonder that last year from 50 to 55% of these women renewed their subscriptions to *WOMAN'S WORLD* for terms of two, three and sometimes four years?

The results it will get for you, the advertiser, are those which human nature will infallibly produce when you appeal to it through the channel of its confidence.

Our *Editor* is our best salesman.

WOMAN'S WORLD

286 Fifth Avenue, New York

October 30, 1915

430,000
QUALITY
Circulation

The Digest's net circulation now exceeds 400,000 copies every week.

Quality circulation—a *circulation without waste.*

Your order in New York by November 4 means the appearance of your advertisement in our issue of November 13.

IMMEDIATE *National Publicity*

The Literary Digest

Oct. 2 - 408,500

Oct. 9 - 422,000

Oct. 16 - 422,000

Oct. 23 - 427,000

The Choosing and Training of Advertising Assistants

The Qualifications Required of the Young Man Who Is to Be Most Useful in the Department

By an Advertising Manager

THE Editor of PRINTERS' INK asks me to name the greatest problem which I have to meet in my daily work. Frankly, the answer to that question is that I don't know which of the multitudinous problems is the "greatest." Their magnitude varies from day to day, and from season to season.

But one big problem which is always present, and more or less in the foreground, is the problem of handling and training my assistants. It may be of some help to the young man who is just seeking his first job in an advertising department if I set down some of my experiences and the conclusions I have drawn from them.

Right at the start I may say, since this is to be an anonymous communication, that I am reputed to be a hard master. I once overheard one of my subordinates tell an applicant for a copy job that I was a "Kansas cyclone in human form"; that I frequently let loose and blew the roof off. Another youngster who was in my department for a fleeting period remarked, in parting, that he "didn't hire out for an office door-mat." The man who made the remark about the cyclone is now a full-fledged advertising manager in his own right (he stood up straight against the blast for several years and earned his promotion), while the youth whose dignity couldn't withstand an occasional prod has entirely vanished from my field of vision.

Probably I have often been unreasonable in my demands and unjust in my criticisms. But when all is said and done, isn't that part of the training? If the youngster can't stand up under the criticism of an immediate superior who at least understands the details of the matter in hand, how can he

hope to carry his point with a board of directors or a general manager whose minds are occupied with ten thousand other things besides the advertising? I can safely say that none of my assistants has ever been subjected to the pressure I am continually under, and that the prods I have administered to my immediate staff have not been a circumstance to those which I receive from a dozen different sources. The young advertising man who expects one day to be able to negotiate with a board of directors at first hand has got to get used to the ox-goad, and learn to take a swift kick without whining.

A STANDARD TEST FOR CANDIDATES

Now as to the qualifications of the men I have found worth training: the quality I place first in importance when it comes to hiring a new man is the ability to grasp an idea quickly. I mean the ability to understand what I am driving at, when I outline a proposition in the abstract, and to put it into concrete shape with the least unnecessary effort. For example, from the applicant for a copy job I generally exact a sample advertisement, which I outline about as follows: "You know the French proverb 'noblesse oblige,' don't you? Well, it means that nobility of nature compels its possessor to remain noble, that a high standard of conduct in the past requires adherence to the same high standard for the future. Now I want an advertisement on that theme. I want you to show that the long and honorable record of this company, and the high quality of its products, are pledges that the same standing and quality will be maintained. I want you to demonstrate that the very fact that we have climbed so high is a

guarantee that we don't *dare* to slip back: because we have so much to lose, we won't risk losing it. Take as much time as you like, within reason, and let me see how clearly you can get that idea on paper."

The man who can give me a decently lucid exposition of that idea, without wandering into the bushes and without parroting my own phraseology of it, has gone a long way towards favorable consideration. I have a file of specimens ranging all the way from beautifully hand-lettered layouts, which took a week or so to execute, to a lead-pencil scrawl on yellow scratch-paper which the applicant borrowed from my stenographer and submitted in 15 minutes or less. Some of them prove the ability of the writer to seize upon the idea and develop it to a conclusion that is at least reasonable, others show an inability to do any more than paraphrase my own sentences, while still others are marked by a slavish adherence to conventional forms of puffery. On the whole, they form a pretty reliable guide, I think, to the ability of the respective writers to grasp ideas which are only suggested by another, and supply the parts that are missing in order to produce a well-rounded whole.

A QUESTION THAT IS NEVER ASKED OF AN APPLICANT

That is the test which is first in importance, though it generally comes at the close of the interview, during which I have been talking about pretty much everything under the sun with the same object in mind; namely, to test the applicant's quickness of perception and clearness of understanding.

Second in importance, comes the answer to a question which I never ask categorically, but which usually comes out plainly enough in the course of conversation. It is this: is the applicant merely looking for "a job," or has he a particular desire to work with this organization? Is he willing to regard his association with this concern as an honor in itself, and one of the rewards of his service, or

is the weekly pay-envelope the sole object of his search? I generally test him out on that score in two ways. First, I outline the policy of the concern, its relationship with the trade and with the consumer; I tell what it is trying to accomplish, and what it has succeeded in doing; I speak in a broad, impersonal way of its trade ideals, and see if I get an answering spark of enthusiasm—real enthusiasm, not merely perfunctory acquiescence. Then I tell him frankly how hard the job is, what a stiff-necked boss I am, how high the standard of excellence is placed in the department. The *manner* of his comment here is important, not the *matter*. Nine men out of ten will say that they don't care how hard the job is, but do they? I can generally tell by the tone of voice without looking at them.

Give me a man with those two qualifications, and I am generally willing to take the rest "on spec." If he can grasp ideas quickly and put them into some sort of reasonably concrete shape, I can teach him; and if he has in his system the germ of loyalty to the organization, he will stand while he is being taught. Practical experience? Well, some of the best men I have had were men who never had had a month's practical experience, and some of the worst have been those who had had too much. The youth who objected in terms of the office door-mat had been "advertising manager" of a two-by-twice concern which manufactured plumbing supplies, and I hired him largely on the strength of his record. But that record had him hamstrung before he had been with us a month. We don't deal in plumbing supplies, but he continued to do so to the end of his term, and everything he wrote savored of soldering irons and pipe-wrenches. He had learned too many things that he couldn't unlearn. I could have forgiven his reference to the door-mat—I have forgiven many more serious outbursts than that—but I couldn't overlook his inability to see over the edge of his rut.

(Continued on page 61)

Detroit the Dynamic

Detroit has grown faster in the last five years than any other city in the world.

Detroit ranks fourth in the United States as a manufacturing center, third in America as an exporting city.

Detroit's population exceeds 700,000.

Detroit has prosperity not found elsewhere.

Advertisers can cover Detroit thoroughly and inexpensively through The Detroit News and Sunday News Tribune.

The Detroit News distributes for cash every week day more copies in its home city than the number of English speaking homes.

The last A. B. C. audit of Detroit papers accorded the News more city paid circulation than all other Detroit week day papers combined.

The same A. B. C. audit accorded the Sunday News Tribune not only the largest Sunday circulation in Michigan, but over 50% more carrier or home delivered circulation than its only competitor.

Progress Shown By Post Office Statements

(Net cash paid circulation average)

Detroit News P. O. statement October, 1915..	173,893
Increase over previous P. O. statement.....	20,357
Detroit Sunday News Tribune P. O. statement October, 1915.....	132,799
Increase over previous P. O. statement.....	14,095
Sunday News Tribune's Net Cash Paid Average Circulation Sept. 5th to Oct. 17th, 1915.....	145,390

New York Office
I. A. KLEIN
Metropolitan Tower

Chicago Office
JOHN GLASS
Peoples Gas Building

*** 79 STORES** subscribing for the
DRY GOODS ECONOMIST
 buy *over a billion* dollars' worth of
 goods per year. These 79 stores rep-
 resent merely a very small fraction
 of the **ECONOMIST'S** circulation. **

ECONOMIST readers seek, primarily,
good merchandise at fair prices. "Con-
 sumer advertising" is practically a neg-
 ligible influence with them. 95% of the
 dry goods lines they buy never saw the
 light of "consumer" publicity.

Among the Big Buyers who read the
 ECONOMIST are probably many who
 have already done business with you—
 direct or through jobbers.

But there must be thousands who would be
 willing to do business with you—IF THEY
 KNEW YOUR PROPOSITION.

**If you would
 like to know
 the names of
 these 79 stores
 —write for
 booklet—"Over
 A Billion."*

Tell them. But tell them in a way that leads
 them to PUSH your goods after they have
 BOUGHT THEM.

We'd like an opportunity to discuss your sell-
 ing problems with you—and submit an idea
 for an *efficient and economical* campaign—that
 will accomplish both *selling* the retailer and
 securing his *co-operation*.

DRY GOODS ECONOMIST
 231 West 39th Street ./. New York City
 'Phone 4900 Bryant

BRANCH OFFICES

Boston.....	201 Devonshire Street
Philadelphia.....	929 Chestnut Street
Chicago.....	215 S. Market Street
St. Louis.....	1627 Washington Avenue
Cleveland.....	516 Swetland Building
Cincinnati.....	1417 First National Bank Building
San Francisco.....	423 Sacramento Street
London (Eng.).....	11 Queen Victoria Street, E. C.
Manchester (Eng.).....	10 Piccadilly

****Average weekly circulation OVER 14,000
 copies—guaranteed by Audit Bureau of Circu-
 lations.**

Of course, there is a certain necessary equipment of practical knowledge. A man must know, for example, how many agate lines there are in an inch, and the difference between a half-tone and a line-cut. At least, he must know where to find out without coming in to ask me. The more knowledge he has about what I call the "mechanical facts" of the business—after all, there really aren't very many such—the better, but I am not particularly anxious to get men who are loaded to the muzzle with half-baked opinions about the "proper" sizes of type, length for a letter, etc.

Once upon a time I interviewed a young man—I didn't hire him—who informed me that our advertising policy was "all wrong." Just like that; "All Wrong!" It had been demonstrated (he said) that all the time the average reader spent on a piece of copy was five seconds; that any paragraph set in a smaller type than 12-point was more hopelessly lost than the Ten Tribes of Israel, and that our advertising appropriation was wasting its sweetness on the desert air. I sadly told him about the time one of our local newspapers slipped a cog and made a department store's announcement of sugar read "25 pounds for \$16" instead of \$1.16. It was only a six-point item, buried in the middle of a double-page spread, but the women of this town cleaned out the store's entire stock of sugar before ten o'clock next morning, and the newspaper made good. Then I turned him loose, to air his knowledge elsewhere. He was "experienced," but he had learned too many things that aren't always so.

In brief, when I hire an assistant—and I have found that the same thing is true in most other advertising departments—I want somebody to *assist*; someone who can help me to get the thing done *my way*. I'm always willing to listen to suggestions, and I am not so all-fired conceited that I can't accept a good one when it is properly presented. I am also willing to argue a point when there isn't something more important to do;

but in the end my decision has got to "go," simply because I am responsible.

Do I mean that I expect my assistants to forswear their honest convictions, and become mere rubber-stamp images of me? Not in the least. They can think what they please so long as they obey orders. We generally get together in conference where everybody has his say, but after a decision is arrived at the work must go forward as planned. The faculty to obey orders when he is not in sympathy with them is a quality I value very highly in an assistant, and it is a quality which will smooth the path for many an aspiring youngster.

Another word on that same point: I have noticed that it is a very common trait to construe orders liberally when we are in sympathy with them, and very literally when we are not. No department of a business is run with the precision of a military machine, and even the office boy has plenty of opportunity to use his individual judgment. It is precisely the exercise of that judgment which makes an assistant valuable, and he ought, so far as possible, to train himself to use it whether he is in sympathy with his orders or not.

By way of illustration, I remember a time when I had blocked out the rough outline for one of our numerous catalogues, and departed on a trip to the coast, leaving the work in the hands of a young man who had expressed himself very vigorously in opposition to the plan. If I remember correctly, he had argued for a special subdivision of the contents, and as events turned out he was right about it. Well, while I was away, a certain competitor introduced a new product which had been hanging fire for a year or more, and one of the officers of the company suggested the substitution of certain of our products in the place of those I had indicated. My assistant knew perfectly well that he had authority enough to make the requested changes, and his good judgment ought to have told him that it was the thing to do. But no; I had given him his orders,

47 Years of Service

The Delineator, founded in 1868, is one of the oldest woman's magazines in the world.

In the middle '70's, when it had received nation-wide recognition as the style authority, The Delineator widened its scope to include the entire field of women's interests.

It was the first magazine to publish information on food preparation, home-building, hygiene, child-welfare.

Today, in addition to literature and art, there are twenty-three regular departments conducted by qualified experts.

After two generations of practical service The Delineator has a permanent place in nearly a million homes. It has been called the "most helpful and best loved of all magazines."

The Delineator

Let Your House Grow With Your Income

Build your dwelling in units so it can grow as your income and family grow. This is the unique idea in usable form of "The House That Grows," now running in The Delineator.

First we sent an eminent architect south and west to investigate local conditions. Tests were made in various parts of the country; plans and specifications worked out by practical experts. Finally, costs were verified by outside contractors, who offered to build these houses according to our specifications, in any part of the country.

"The House That Grows," a happy solution of an age-old problem, represents a year's work on the part of The Delineator. It is an excellent example of Delineator service to its readers.

That The Delineator is as eminent in literature and art as it is in practical service, let the Christmas number attest.

The Delineator

one of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit, on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Woman's Magazine and The Designer.

BUTTERICK BUILDING, NEW YORK



and he proposed to carry them out. By the time I returned, the book was waiting final revision of the proof, and I had a great big grievance to straighten out between the management and my too-literal subordinate. The upshot of the matter was a change which brought the catalogue into substantially the form which the youngster had recommended in the first place, and he thought it represented a victory on his part. As a matter of fact, it cost him the raise which he would have received had he used his judgment and interpreted my orders liberally.

One other point. In a business of any size, such as ours, for example, the subordinate in the advertising department must be able to get along with others without undue friction. He is obliged to come more or less into contact with the members of other departments, and he frequently has to ask them for information and data which entail more or less labor. Now in most big organizations there is a sort of invisible law to the effect that the subordinate of one department must not deal directly with the subordinate of another department. If he has business to transact, he must deal with the department head. On general principles that rule is very useful, and there are times when it is necessary. A sales-department clerk, for example, cannot be permitted to monkey with the routine of the shipping department, no matter how important a particular order may be in his eyes. If he wants any favors he must go to the department head.

But with the advertising assistant the conditions are somewhat different. He frequently wants information, and wants it quickly. If the head of the other department happens to be busy, or downtown, he can't wait around half a day to avoid a breach of departmental dignity. That's where his ability to get along with other people comes in strong. I have had men in my department who could get pretty nearly anything they wanted without causing the

least trouble, and I have had others who kept themselves—and me—in hot water most of the time. Some men seem to have the faculty of making friends with everybody in the organization, while others are inclined to sit in their particular corner with the dignified isolation of a "keep off the grass" sign. It is needless to state that the latter variety do not get very much real co-operation from the rest of the organization, and co-operation is a mighty necessary factor, in this business at least.

Yes, there's one thing more. The young advertising man who joins an organization like this needs the faculty of maintaining his mental balance. It falls to his lot to interview the hordes and shoals of solicitors who call on us with every imaginable sort of proposition to sell. And just about 99 per cent of them have a subtle line of flattery which it takes a clear understanding of the situation to withstand. They won't tell him straight out what a great man they think he is, but they will tactfully infer that he has a rather better grasp of the fundamental principles of the cosmic universe than any other living soul. If he clearly understands that it is only the *buying power of the company* that they are serenading, all well and good. But if he loses his balance and begins to think that *he* is the object of all that incense, there's a stuffed club waiting just around the corner. One of my young men broke loose that way, and wore the same derby hat for three winters while he was trying to establish "an agency of his own." He was a good man, too—only he couldn't figure his discounts quite straight when some salesman told him what a great mind he had.

There are plenty of other things which have a bearing upon a man's usefulness in my department—such as health, habits, home influences, etc.—but I think I have hit the high spots. If any young advertising man, or any old one for that matter, can extract a hint or two from this rambling discourse, he is welcome.

Here Is Something You Can Use



It will pay you to know how many families there are in each of the 39 cities and towns of Metropolitan Boston, the wages received by men and women, the amount of savings deposits, and the amounts withdrawn.

It will pay you to know how many grocery, drug, hardware and dry goods stores there are in each district—how many stores to every one hundred families.

It will pay you to know how Boston grocers and druggists feel about certain phases of advertising and merchandising campaigns—such as coupons in advertisements, sampling, demonstrating and premiums.

Then, when you have a "get together" meeting you'll know what to expect of Boston.

The above useful information is yours for the asking. Or, if

there is some special information you want, write us in detail—tell us what you want to know, and we'll make an investigation for you.

You need not feel obligated because of the request for information.

The Boston American—New England's Greatest Home Newspaper—will help you get the most out of Boston. The Boston Evening American has a greater net paid circulation (now almost 400,000) than the five other Boston evening newspapers combined, and the Sunday American has the largest net paid Sunday circulation in New England.

And it is well to remember that the Boston American advertising rate is the lowest per line per thousand circulation in this territory.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Apply this to Poster

Poster Advertising As

OFFICIAL REPRESENT

POSTER SELLING CO. 722 Chestnut Street, St. Louis, Mo.
 THE A. DE MONTLUZIN ADVERTISING CO. 1132 Union Trust Bldg., Cincinnati, O.
 IVAN B. NORDHEM CO. Bessemer Building, Pittsburgh, Pa.
 C. R. ATCHISON

A. M. B.
 AMERIC
 GEORG

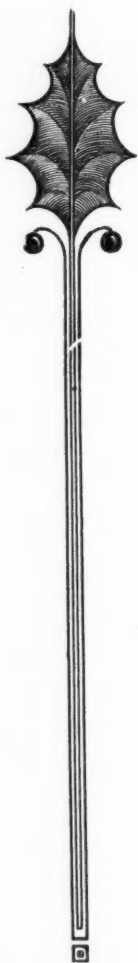
Poster Advertising

When men die on their feet because business is dull those who spurt up get all there is going, because they have the field to themselves. There is no ideal time for quitting, but the very worst time is when other men lie down---that's an opportunity. Write us for information.

g Association 1620 Steger Bldg.
Chicago - Illinois

REPRESENTATIVES :

Mo.	A. M. BRIGGS CO.	Peoples Gas Bldg., Chicago, Ill.
ati, O.	AMERICAN POSTER CO., Inc.	110 W. 49th St., New York City
h, Pa.	GEORGE ENOS THROOP, Inc.	8th Floor, Tower Bldg., Chicago, Ill.
 Atlanta, Ga.	



The latest monthly magazine of any benefit to you in reaching holiday trade prior to Christmas is

JANUARY COSMOPOLITAN

700,000 released on newsstands, 300,000 delivered to subscribers December 10th—15 days before Christmas.

There is a special Holiday Section for Gift Offerings.

If you put off until final forms close, November 15th, you'll be too late to get your copy into the Gift Section.

Francis Huntington

Trade Press Hears of Advertising Protective Bureau

Individual Support and Co-operation Promised—Reports on Federation Meeting and Press Congress of the World—Standards of Practice Deserve Support, Says H. M. Swetland

AT the first fall meeting of the New York Trade Press Association which was held on October 22 at the clubhouse of the Advertising Men's League, with President W. H. Ukers in the chair, Harry D. Robbins, former chairman of the National Vigilance Committee, outlined the plan being promoted by the Advertising Men's League of New York to put its vigilance work in this city on a permanent and solid basis through the Advertising Protective Bureau. John Clyde Oswald and others spoke to a resolution of individual support and co-operation.

H. M. Swetland, president of the Class Journal Company, and A. C. Pearson, general manager of the *Dry Goods Economist*, reported on various phases of the recent convention of the Federation of Trade Press Associations in Philadelphia; John Clyde Oswald, publisher of the *American Printer*, described the Press Congress of the World held at the Panama-Pacific Exposition and attended by more than 2,000 journalists; and E. St. Elmo Lewis, former vice-president and general manager of the Art Metal Construction Company, discussed new social influences in industry.

No more regrettable thing could happen, said Mr. Swetland, than for the Federation members to neglect and ignore the Standards of Practice recently adopted in Philadelphia. It was unfortunate, in his opinion, that the trade press had not seen fit to avail itself of the work and advice of the reorganization committee and organized a strong central association with power over its membership and control over the con-

stituent trade press associations. The present order of things in which each association acted independently of others nullified much of the work of the Federation and is opposed to the best interests of the trade.

A. C. Pearson, of the *Dry Goods Economist*, speaking for the Educational Committee, said that the educational course at New York University this year would be as last year, given by the members of the association, but this year under the supervision of the University itself.

WHAT TRADE-PAPER PUBLISHERS THINK OF SPECIAL ISSUES

He also reviewed the discussion of flat rates and special issues at the Philadelphia convention. The majority had favored contract rates as against flat rates, although some interesting exceptions were noted. Regarding special issues, the consensus was that such special issues were at least eminently justified when a special service to the subscriber was given in them, as is done by some publishers in getting out data and other information such as if put out in book form would only be sold at a price equal to a whole year's subscription.

In speaking on the subject of new industrial tendencies, Mr. Lewis said that he had occasion during the last year to notice the change of mind that had come over industrial managers in that time. He quoted for illustration a statement of Ivy Lee, of the Standard Oil Company, in defining his "job" as being the "representative of the people in the directories of the Standard Oil Company."

There was never a time when competitors have been getting together so much as now for the purpose of exchanging necessary information. Industrial organization is growing. They are learning that many of their trade secrets are open secrets, anyway. He told how the retailers in Jamestown are eagerly asking light on merchandising questions and desirous of giving sales education to their clerks.

an invitation

is extended to advertising men and buyers of various kinds of printed matter, to visit our Art Gallery, from

*October 28th to
November 10th*

We have arranged an educational exhibit showing an original sketch, progressive proofs and finished press sheet in several different processes—

*Lithographic—Offset—Multicolor—
Four-color — Typographic — and
Gravure.*

We believe this exhibit of color-graphic (Reg. U. S. Pat. Off.) material is of interest to every buyer of printed matter.

There will be no solicitation of orders, and every question will be answered and explanations made where they will help to a better understanding of colorgraphic (Reg. U. S. Pat. Off.) work.

American Lithographic Company

Nineteenth Street and Fourth Avenue
New York

What Is the Value of Your Trade Relations?

This Is Often Sharply Shown in a Business Pinch

By S. C. Lambert

IT is one thing to win a league pennant and a world's series in a single season—but it is another to go right out and repeat the performance the next year. If you don't believe it, ask the Boston Braves.

It is one thing to make a spectacular success of a well-advertised and meritorious specialty, so that the whole trade is clamoring for your goods—but it is another to keep the business and make the profits one year after another. If you doubt it, ask—

The concern the writer has in mind was so successful for a time that the name of its product, an automobile specialty, was almost included in the national vocabulary as a common noun. Its device was patented, and its patents appeared to be so comprehensive as to give it a monopoly of the market for years to come. The company was selling the goods in immense quantities at a very long margin of profit, as it developed afterwards, and Success, with a capital letter, appeared to have taken a permanent seat on its front steps.

Modesty is not always a virtue of the successful, even though it is one of the most appreciated. Blowing your own bazoo—and getting away with it—sometimes convinces you that you were born to be the leader of the band. All of which is likely to cause the development of a mild case of exaggerated ego.

POLICY OF OPPRESSION

This particular company, assuming that it had the world by the tail, went out with the idea of making every cent it was possible to get out of the situation. Its jobbers were forced to buy enormous quantities of goods in order to get minimum prices and compete with the other concerns in

the field; and then, after the wholesalers had worked like beavers to unload the big lots forced on them in this way, for the sake of getting the rebate at the end of the year, the company calmly announced that all rebates would be paid not in cash, but in goods!

This meant that the jobbers were tied hard and fast to the line. Their profits were in the goods, and they had to continue contracting for the biggest possible lots in order to get the rebates which they had already earned, for the company stated flatly that unless new contracts were entered into, the rebates would not be paid at all. In other words, it used the extra discount, in the form of goods (not cash) to put over the contracts in the first place; and then it held possible refusal to deliver the goods over the heads of the jobbers to make them take the maximum quantities the next year.

Well, that worked—as long as it worked. In other words, the scheme was fine and dandy while the company had the market to itself.

Americans happen to be rather nifty little inventors, however, and the manufacturer referred to woke up one morning to discover that he had competition. The very idea! He promptly told his attorney to investigate the alleged patents of the competing manufacturer, who, by the way, was offering his device at a big cut under the quotation of the original house, and prepare to squelch him before he disturbed the situation.

The report, which had been accompanied by careful analyses of the mechanical features of the competing product, was to the effect that the new patents appeared to be valid, as the result was produced by a method which apparently did not infringe. And

just about that time another manufacturer, with a new scheme for doing the thing, jumped in, quoting still lower prices; and now, as it happens, there is still another big producer who can supply goods which are just as desirable as those of the former monarch of the trade at a good deal lower price than he originally quoted.

The manufacturer who had been telling the trade where to get off suddenly realized that he needed the help of those jobbers and dealers mighty bad. He saw that if he was to hold the business, he would have to have their good will, and he brought out new models, selling at lower prices, and fully able to compete with the goods of his competitors. He was very much hurt to discover that they didn't wax enthusiastic over his proposition, though his terms were much more liberal than formerly. In short, they were "sore."

A certain dealer, who handles the bulk of the auto supplies in his territory, said the other day that he hadn't sold any of the goods of the concern referred to for over a year.

"And, what's more," he added, "I don't intend to!"

"Rough stuff" may be justifiable—but, as they say on the sporting pages, "the bigger they are, the harder they fall!"

NO SENSE TO THIS METHOD

There is another concern which is so successful that perhaps it doesn't care whether those who handle its goods think well of it or not. It has made millions in its particular field, and it is spending and has spent millions for advertising. It has created a consumer demand which is absolutely dominating, and hence it is perhaps right in assuming that as long as this is the case, the dealer can go hang.

This house, which sells through druggists largely, has a product which, unfortunately, is susceptible to substitution. In fact, combatting substitution has been one of its chief activities, especially during the past few years. It has a

special "inspection department," by means of which the goods kept on hand by dealers are sampled and analyzed, and where it finds that substitution has been practiced prosecutions are undertaken to recover damages, while the supply of the offending dealer is cut off.

This appears to be a necessary method of meeting the peculiar situation which has developed, and to protect the consumer good will which has been built up. That it may destroy the dealer good will, which incidentally has likewise been a factor in the growth of the business, does not appear to have been given full consideration, judging by a certain incident which happened in a certain drug-store in a certain Ohio valley city.

The head of this store is prominent in his trade. He is regarded as a leader among the druggists, and his store is a model. His business is high-class is every respect, and anti-substitution has been his watchword. In fact, he has preferred to carry the genuine article and sell it at a lower price, in order to take care of the demands of his customers, rather than substitute and make a longer margin. The writer happens to know these things of his own knowledge.

One day an inspector of the company referred to walked into the store and demanded a sample of the goods being dispensed. This was furnished. A few days later, while the proprietor of the store was talking to a customer, the inspector entered, and without stopping to give the druggist a chance to have a private conference with him, said in a loud tone, "Look here, you've been substituting! We've got you with the goods!"

RIDING FOR A FALL

The druggist maintained his composure as well as he could, led the way to the rear of the store, and there demanded an explanation. The inspector asserted that analysis of the sample had shown that it was not the genuine, and that the company would sue him unless he signed an affidavit acknowledging that he had substituted.

(Continued on page 77)

Most for your money

THE MINIMUM CIRCULATION OF

Farm Stock & Home

MINNEAPOLIS, MINN.

between November 1st, 1915 and April 1st, 1916, will be

145,000

Rate 50 cents per line

Full page \$350.00

This is not only the best farm paper "buy" in the Northwest, but the best in the United States.

145,000 circulation in Minnesota, North Dakota, South Dakota, Montana, Wisconsin and Iowa is worth more than in any other section of the United States, and you can buy it for less.

You will get 30,000 copies per issue over what ~~Farm Stock & Home~~ guaranteed for 50 cents.

"The Foremost Farm Paper of Minnesota."



Representatives

CHICAGO

J. C. Billingslea
1119 Advertising Bldg.

NEW YORK

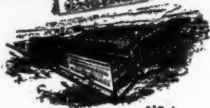
A. H. Billingslea
No. 1 Madison Avenue

ST. LOUIS

A. D. McKinney
Third National Bank Bldg.

WITTE ENGINE WORKS

WITTE



KANSAS CITY, MO.

October 1st, 1916.

Mr. E. E. Robertson, Adv. Mgr.,
The Weekly Kansas City Star,
Kansas City, Mo.

Dear Sir:

Referring to our conversation as to the relative profitableness of small and large copy in The Weekly Kansas City Star, I think you will be glad to know that the four half-page ads. which we have had in your paper since the first of the year have not increased the sales cost. From January to October your sales cost has not fluctuated more than one per cent. It appears that there is plenty of business for us among your readers, if we just go after it hard enough, and our big copy so far seems to be one of the means of doing the business.

I don't know whether you know it or not but we already have used in The Weekly Star about \$2,000 worth of space more than we had used a year ago to date. That also means that we have used more lines of space with you than with any other paper.

In view of the wonderful showing made on the half-page ads., we are minded to go as far with that kind of copy as we can. We are hopeful of being able to use \$1,000 or \$1,500 with you before this year is out.

Very truly yours,
WITTE ENGINE WORKS.
Otto Barth

OB/REM

Good space buyers are recommending the use of big space in The Weekly Kansas City Star.

THE WEEKLY KANS

325,000 Paid-Advs

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or

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60

1

2

*Four Extra Half Pages
made sales at the same cost
as regular small copy*

The Witte Engine Works advertises in many publications reaching farmers, but they use *more space* in The Weekly Kansas City Star than in any other publication. Already this year they have purchased in The Weekly Kansas City Star \$2,000.00 worth of space more than a year ago. And they intend to spend another \$1,000.00 or \$1,500.00 before the year is out because

The Weekly Kansas City Star Pays BIG on BIG Copy

These special discounts from the regular rate of 60 cents an agate line are offered for big space:

10% Discount for $\frac{1}{4}$ Pages (⁵³²Lines)

20% Discount for $\frac{1}{2}$ Pages (¹⁰⁶⁴Lines)

KANSAS CITY STAR

d-In Advance Subscribers

The Gentlewoman

Two Million A Month

(2,000,000)

THE REASON

Every successful publishing house, and in fact, every successful mercantile house as well, has the personality of its owners back of it.

The success of **The Gentlewoman** in securing **Two Million** (2,000,000) circulation is due to the fact that the owners themselves have defined its policy and have built up a strong bond of friendship, respect and confidence with their subscribers.

The Gentlewoman

W. J. THOMPSON COMPANY, Inc.
Publishers - - New York City

THE KENNEDY-HUTTON COMPANY
Advertising Managers

7084 Metropolitan Life Building,
New York City, N. Y.

1004 Marquette Building,
Chicago, Ill.

tuted, and agreeing to use its product exclusively thereafter.

"In the first place," said the druggist, by this time exceedingly hot under the collar, "I have never substituted in my life. In the second place, I have been selling all of your goods that there was a call for, and my books will show that I am your second largest customer in this town. In the third place I shall never sell another cent's worth of it, from now on! Now, get out of here and don't come back. Go ahead and file the suit—the sooner the better!"

Recent developments have indicated that the inspector simply made a mistake. A conference between attorneys for the company and the druggist brought matters to an issue, where it was up to the manufacturer to bring the legal action threatened. He has not done so, and apparently does not intend to do so. But, as far as that store is concerned, his goods are a dead issue. The druggist may lose a few dollars by not having them in stock, but it has been made a personal matter, and from now on he will wield the hammer just as enthusiastically as possible.

The question which suggests itself is whether a system which makes it possible to destroy pleasant and profitable business relations with important customers is a good one, even though it may occasionally turn up a pretty crook. Perhaps the satisfaction of meting out his deserts to the latter is worth the loss of the business and friendship of the dealer who is unjustly accused; and perhaps not.

PUTTING THE BURDEN ON THE DEALER

The Spanish-American War happened a long time ago—17 years. To be exact, and "Remember the Maine!" is almost forgotten. Yet a good many druggists who quit handling the product of a leading soap manufacturer at that time are still using so little of it that its sales are far below what they might reasonably have been. This brand is well known and well ad-

vertised, and is largely used in a special field for which it is well adapted. Yet it is no longer the leader that it once was, and while a staple that nearly everybody handles, the volume of sales is not impressive.

What's the answer?

Back in 1898, when the war broke out, and a stamp tax was put on proprietary articles, most manufacturers either absorbed the tax themselves or passed it on to the consumer in some way. This concern did neither. It raised its price 30 cents a dozen to the retail trade, in order to take care of the stamp tax. The goods are fairly high-priced, and advancing the retail price was out of the question. So a lot of the dealers simply refused to handle them any longer, asserting that they couldn't break even on the proposition.

The company adhered to its policy, however, relying on the strength of the consumer demand to force the trade into line. And, gradually, this result was obtained; that is, stores of any consequence, in order to serve their trade properly, ordered the goods.

"But," explained one large buyer, "we don't display this brand, we don't advertise it, and make no effort to sell it. If anybody comes in and calls for it by name, we have it. But that's all. Our sales of it are only a fraction of what they once were, and I believe that this is true of a great many other stores. The company has never taken off that 30-cent addition to its list, however, and, aside from the prejudice which developed when the burden of carrying the tax was shoved onto the dealer alone, without any aid from the manufacturer or the consumer, it simply isn't a money-maker. When it is sold at the cut price which is often quoted by the city stores, the dealer gets less than he paid for it."

WORKING BOTH ENDS

There is a manufacturer of a hardware specialty who would get along a lot better if he straightened out his trade policy. He has a popular-priced article for which there is a big market, but for a

long time he could not understand why the jobbers should hesitate to handle it, even though he solicited their trade and sold direct at the same time. And even when the jobbers flatly refused to handle the goods unless they were protected in their own territories, it took him some time to wake up to the logic of the situation.

Recently, however, he has made an arrangement which gets practically the same results without forcing him to abandon his position entirely. He is making the goods for the jobber under their brands, which gives them something exclusive to work on, while he continues to sell the retailers under the original name. Most manufacturers would vastly prefer having the jobber push their brands instead of private ones, but this man can only see the question of losing apparent custom by surrendering exclusive trade privileges. So he is carrying this handicap in his race for business, and will probably continue to do so for some time to come.

The jobber is just as important as the dealer in a good many cases. Though he is likely to admit that he will sell anything for which there is a demand, and though he may handle the goods of a manufacturer whose policy he doesn't like, and who is giving him only a starvation margin to do business on, he is not going to be especially enthusiastic about the proposition, and he will sell something else instead, if he gets a chance.

THE JOBBER ANTAGONIZED

Right now the manufacturer of a toilet specialty has on a "deal" with the retail trade which has put the jobbers up in the air. This concern recently decided to do all the business direct it could, and it has consequently been going to the larger buyers with a "free deal" in the form of a large bonus in goods for taking the maximum quantity. It is not only giving the regular jobbing discounts for buying in jobbing lots, but it is adding the free goods in such quantity that a retailer able to handle the deal is paying consid-

erably less than the jobber in his market can possibly get them at.

If this dealer were so minded, he could sell the goods to the jobber, and make a profit—a reversal of the usual situation which isn't as uncommon as one might think. Obviously, such a condition puts the legitimate wholesaler at a tremendous disadvantage. It makes it impossible for him to handle anything but the extremely small trade of the suburban stores, and the latter, incidentally, are not particularly anxious to buy now, because of the way the big fellows can cut under them.

This deal looks fine to the sales manager, unquestionably, but the question is whether he can afford to lose the good will of the jobbers and the small retailers. Of course, the consumer demand is so strong that the wholesale houses are almost forced to continue handling it; but even a jobber, who is not in a position to feature any one of the thousands of items he handles, can sometimes throw a monkey-wrench into the business machinery, and give the manufacturer something to think about.

One other recent example of apparent refusal to think straight regarding the proper methods of handling trade conditions was furnished by an automobile tire manufacturer who started out selling the dealers, and advertising heavily to automobile owners. Finding this conventional method of getting business too slow, however, and determining to take a short cut to popularity and profits, he devised a selling scheme which looked like a world-beater.

It involved the purchase by the consumer of a share or two of stock in the company, which, being a new one, could use the money, and in return getting a 20 per cent discount off the list price of the tires. The cost of the stock was small enough, compared with the possible saving to a big tire-user, to justify purchasing, and the plan was accepted by a large number of owners. Tire orders therefore began roll-

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

"PAINTINGS IN INK"

That is what we aim at in our color work. Printing can be made to express the dignity of your business and the worth of your merchandise.

Let us show you examples

THE KALKHOFF COMPANY
216 West 18th Street New York

BOOKLETS and CATALOGS

Many of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring *High Class Booklet and Catalog Work* use the Charles Francis Press.

CHARLES FRANCIS PRESS
PRINTERS OF
PRINTERS' INK
30 W. 13 St.
New York

Ad Composition

A. COLISH
106 Seventh Ave.
New York City

to be efficient, should be set by experts in advertising typography. We have made a specialty of setting ad composition for eight years. The success of our business is the best argument for our efficiency and service.

PRINTING THAT SELLS GOODS

We print booklets and catalogues for particular advertisers because we know

PRINTING, COPY, ENGRAVING ART

Send for samples and specifications

READ PRINTING COMPANY
HIRSH SHIRKWOOD, President
106 SEVENTH AVENUE, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

"CROWELL QUALITY"

Let us show you what this means when you have a job of **binding**. We do every kind of cloth, leather and paper work in quantities. Established 1834

THOMAS Y. CROWELL Co.
426-428 West Broadway, New York

YOU DIDN'T READ THIS LAST WEEK

The average catalog is a matter of picture, price and printing. The man who receives it "orders" if he feels in the mood.

We build a catalog around a "sales" idea, and force action.

Typographic quality first, last and always.

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N.Y.

Write for our booklet, "Tapping The Dealer On The Shoulder." Sent promptly to manufacturers.

Typographic Service

"Before I start to Chicago I want to go on record as thanking you and your associates for their very considerable assistance in helping us to get the plate of our advertisement to Chicago on time for Monday's Tribune, and in supplying me with fine reprints of it here on Saturday. Your work was most timely, and, as I wish to assure you, most highly appreciated.

Very truly yours, (Name on request)"

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

Over 100 National Advertisers

including the fifty listed below
use the

REGISTER AND TRIBUNE

Exclusively in Des Moines

American Conservatory of Music
Atlas Powder Co.
Barney & Berry Skates
Priestly's Cravatette
B. V. D., Underwear.
California Associated Raisin Grow-
ers' Exchange, (Sun Maid Raisins)
Chalmers Knitting Co.—Porosknit.
Chicago Musical College
Chocolate Cream Coffee
DuPont Powder Company
DeVine Safety Razor
Durham Duplex Razor.
Fidelity Trust Co., Baltimore
Funk & Wagnalls
Grape Smash
Hyatt Roller Bearings
J. I. Case, Automobiles
Kabo Corset Co.
Kalamazoo Corset Co.
"Kissel Car"
Lanpher Hats
Laurence Barrett Cigar
Luden's Cough Drops
Mercantile Trust Co., Baltimore
Mitchell Motor Car
McKibben Hats
McDonald Shirts
Michelin Tires
National Association of Life Under-
writers
Nomordust Chemical Co.
New Bachelor Cigar
North German Lloyd S. S. Lines
Ohio Electric Co.
Olus Underwear
Paramount Films
Paris Garters
Pathe Exchange, Inc. (Films)
Pathfinder Automobile
Perrin "No Glazes"
Pierce Arrow Motor Car
Pratts Poultry Food Co.
Pictorial Review
Packard Motor Car
Priestly Cravatette
Reo Automobile
Runkels Cocoa
Rumford Chemical Co.
Shinola, Shoe Polish
Seiz Royal Blue Shoes
Standard Oil Company "Nujol"
V-Ray Spark Plug
Velvet Smoking Tobacco
Valparaiso University
Vaasar Underwear
Willard Storage Battery

Gov. Stat. Oct. 2, 1915.

NET PAID

DAILY 70,256
SUNDAY 51,376

Far the largest in Iowa

Member Audit Bureau of
Circulations.

Representatives—

L. A. KLEIN, NEW YORK.
JOHN GLASS, CHICAGO.

ing in direct, and the dealers, get-
ting wise to the fact that the users
could buy the goods as cheaply as
they could, promptly forgot that
tire, and even told customers who
happened to inquire about it later
on that they had never heard of
it!

Recent trade reports regarding
the condition of this company are
not particularly reassuring to
stockholders, even those who
bought shares to get cheap tires;
for unless the latter continue to be
supplied, the merit of the plan will
not be much in evidence. At all
events, trying to carry water on
both shoulders did not work well
in this particular case.

Do manufacturers really appre-
ciate the value of their dealer
connections?

Fire insurance companies speak
of their agency "plants" with great
respect, for they know how much
money and effort are required to
establish and maintain such an
organization. The average com-
mercial house, however, occasion-
ally indicates that the real mone-
tary value of a distribution plant
has never been figured, and this
asset, which may be the most im-
portant of all, would be relin-
quished with hardly a thought.

THE REAL WORTH OF A DEALER

A farm equipment manufacturer,
who had been selling through the
dealers and jobbers for 25 years,
one day decided that the trade
wasn't playing fair with him, and
that competitors had been allowed
to get advantages to which they
weren't entitled. Peeved, he called
in his advertising manager and
told him to place a campaign in
the mail-order papers. An agency
familiar with arguments in favor
of direct selling was employed,
and for three months the farm
press rang with the arguments of
the manufacturer against buying
from retailers.

The old friends of the company,
who had been selling its product
and pushing its brands for a quar-
ter of a century, stood aghast.
Hundreds of letters poured in,
begging the company not to com-
mit the supreme error of cutting
loose from the trade which had

made its goods famous the world over. The traveling men came home, and with tears in their eyes asked to be allowed to continue selling their old friends among the dealers.

By the time the manufacturer figured up the cost of the advertising and the net returns, in the form of orders, he was willing to conclude that he had made a mistake, that half a loaf was better than no bread, and that dealer distribution was a necessity of his commercial existence. But he had furnished competition with all the ammunition they will ever need, and while he was able to get a fresh start with many of his old dealers, there were lots of important accounts which got away, and have never come back.

The company, which had been paying dividends right along, was forced to pass them up, and its stockholders finally forced a reorganization. The new administration has been cultivating the dealers assiduously, and may ultimately win back the prestige and popularity which were lost in three short months.

But it will be some job!

Clothier Announces Prices Fixed for Whole Season

"Prices that will remain fixed throughout the season" is the form-letter announcement of George G. Benjamin, a New York clothier. Suits, overcoats, shirts and neckwear have been given a price that will be adhered to, according to the guarantee.

"Investigate these offerings now, or any time before the close of 1915," the letter reads. "You will certainly not have to wait for reduction sales to get strong values here."

Press Association Banquets on Advertised Food Products

Nothing but newspaper-advertised food was served at the banquet of the Florida Press Association, held in Jacksonville recently. Well-known brands, standardized by advertising, were served in each course—from Campbell's tomato soup to pie made of Veribest mincemeat.

Boyes with Samson Iron Works

B. W. Boyes, assistant advertising manager of the Holt Manufacturing Company, Stockton, Cal., has become advertising manager of the Samson Iron Works, located in the same city.

THE AYER & SON ADVERTISEMENT (Concluded)

her mountains, she has made electricity her plaything, and staid government reports give her credit for the "electrification of everything from sweeping and cooking to the operation of railways, mines, mills, and factories." Montana is nothing if not modern. Her homes are electrically lighted and her engines electrically driven.

"Modern Montana" is the state of potentialities—the state with a future as big as her own vast proportions. Millions of acres for grazing, where sheep and cattle develop uncommon weight. Millions of acres of farm lands where one year so many sugar beets were grown that 12,000 freight cars were needed and a car and coal famine resulted. Mineral wealth that is inexhaustible. Millions of acres of forests crossed by powerful streams—with, staring us in the face, an insistent and ever increasing demand for more pulp products and more tons of paper. The abundance of Montana's good spruce must soon find its way into Montana pulp and paper mills for the good of the nation as well as the home state.

Montana is one of those great bodies whose size is almost a hindrance. Assemble in one place all of New England, New York, New Jersey, Delaware and Maryland—or join together the British Islands—and you have the acreage of Montana.

When all of Montana gets into her stride it will be like the mountains themselves coming to Mohammed. But when that inevitable time arrives, we shall be waiting at Advertising Headquarters with plans big enough, we trust, to do honor to the big Montana affairs that we hope to have given into our charge.

N. W. AYER & SON

PHILADELPHIA

New York Boston Chicago

The Advantage of a Trade-name That Can Be Trade-marked

The Right Selection Now May Prevent Embarrassing Complications Later On

NOT every trade-name is "good" in the sense that Uneeda and Kodak and Mazda and Sapolio are good because not every trade-name may be trade-marked. Doing business with a trade-name that is not eligible to registration as a trade-mark is very much like traveling abroad without a passport—you may get along all right, but if identification is necessary the man with a governmental certificate to prove his claims is in a much more advantageous position than the fellow who is not thus fortified.

From correspondence reaching PRINTERS' INK and from inquiries received at the U. S. Patent Office at Washington it is surmised that a considerable number of manufacturers and advertisers are not cognizant of the fact that a sharp line of demarcation separates trade-names and trade-marks. Every business man realizes, of course, that not every trade-mark is a trade-name, for he can readily call to mind trade-marks in the form of initials, pictorial designs, etc. But neither, to reverse the case, is every trade-name a trade-mark, and this distinction is, apparently, less fully understood.

In some instances, no doubt, extensively advertised words have not dual significance as trade-names and trade-marks, because the owners have neglected to gain for them trade-mark status or because, it may be, the originators of the exploited words do not believe that trade-mark registration, national or State, is worth the candle. In a majority of instances, however, the trade-name that possesses not the added dignity of trade-mark recognition is thus lacking simply and solely because the chooser of the particular trade-name in question was so unlucky or so short-sighted as to choose a "commercial autograph"

that, for one reason or another, cannot be registered at the Patent Office. Hence the importance, not fully realized, of selecting a trade-name for a product that can be trade-marked.

It may come as a surprise to some advertisers that the U. S. Patent Office does not recognize that there is any such thing as a trade-name. As a leading official at the Patent Office recently remarked: "Privately, of course, I realize what a trade-name is just as well as you do, but officially I cannot acknowledge the existence of a trade-name." This was just another way of saying that the only form of trade currency that is acceptable in official quarters is the trade-mark. If a trade-mark is also a trade-name, that is the owner's own affair and there is no objection at Washington, but no amount of prestige acquired by a trade-name through advertising or otherwise can affect the trade-mark status of the word or phrase in question.

TRADE-NAME, AS SUCH, HAS NO STANDING

Where many advertisers have, seemingly, started on the wrong track, is in the supposition that the Federal machinery includes a system for the recording of trade-names. There is nothing of the sort at Washington. As previously explained, a trade-name has absolutely no standing as such. If a trade-name is otherwise acceptable it may be registered as a trade-mark or, even if not admissible as a trade-mark it may yet be accepted as the dominant feature of a label upon which a copyright will be granted. However, it should be pointed out that the copyrighting of a label merely protects that individual design and confers no exclusive privileges with respect to the name of the product described in the label.

FARM AND HOME



The Leading National Semi-Monthly Farm Paper

Western Edition from Chicago, Ill.
Eastern Edition from Springfield, Mass.

October 15, 1915.

To Advertisers:

We announce an advance in the advertising rate on FARM AND HOME, to take effect with the issue of April 15, 1916.

During the past twelve (12) months the average circulation of FARM AND HOME has been 648,012 per issue, or 48,012 copies more than our present guarantee of 600,000.

Beginning with the April 15, 1916, issue we will guarantee 650,000 copies each issue, divided into 325,000 on the Eastern and 325,000 on the Western Edition.

The new rate will be \$3.00 per line for both editions; or \$1.50 per line for either the Eastern or Western edition separately.

All bona fide orders received previous to November 15, 1915, will hold the present rate to their completion, but orders received after November 15th, will be entitled to the present rate only up to and including the issue of April 1, 1916. All space on such orders to be used in April 15, 1916, and subsequent issues must be figured at the new rate. No blanket reservation orders will be accepted.

THE PHELPS PUBLISHING COMPANY.

OFFICES:

New York
Chicago
Minneapolis
Atlanta
Springfield, Mass.

William A. Whitney
Advertising Director.

Canadian Campaigns

ADVERTISERS influenced in the selection of mediums and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed are some of the publications and agencies which are

A B C

Members in Canada

DAILIES

EVENING CITIZEN. . . Ottawa
HERALD & MAIL . . . Halifax
 (also Weekly Edition)
HERALD Calgary
EVENING PROVINCE . Regina
TIMES Moose Jaw
FREE PRESS London
BRITISH WHIG . . . Kingston
 (also Weekly Edition)

ILLUSTRATED WEEKLIES

CANADIAN COURIER . Toronto

AGRICULTURAL WEEKLIES

CANADIAN FARM . . . Toronto
FARM & DAIRY . Peterborough
FARMERS' ADVOCATE . London

ADVERTISING AGENCIES

J. WALTER THOMPSON
CO., Ltd. Toronto
H. K. McCANN CO., Ltd. . Toronto

Authoritative and necessary data about the Canadian market and the advertising mediums that reach it (including rates, circulation, etc.) is contained in LYDIATT'S BOOK, "What's What in Canadian Advertising." Invaluable to anyone considering Canada. 334 pages, leather-bound, pocket-size, price \$2.00. From W. A. LYDIATT, 53 Yonge St., Toronto, Canada.

Only trade-mark registration can accomplish this latter.

A few moments' reflection will suffice to show the wisdom of selecting a trade-name that can be trade-marked and yet it is surprising to note how many advertisers, in current or past selections, have failed to do this. Here and there we find manufacturers who are obliged to rely upon the common law instead of the trade-mark statutes for redress for the infringement of their selling slogans because they chose geographical words or tacked the name of a celebrity to their product without his or her written consent. In a majority of cases, however, where a trade-name is doomed to remain a trade-name only, it is denied trade-mark standing because it is a descriptive word. According to prevailing sentiment in the business world there is no better trade-name than a coined word, but if a coined word is construed to be descriptive of the goods upon which it is used, good-by chances of trade-mark registration. The same prejudice exists at the U. S. Patent Office against words or names that are deceptive.

BEWARE THE DESCRIPTIVE MARK

The advertiser who would steer a straight course for the dual shelter of a trade-name and a trade-mark will do well to select a fanciful word which will identify his product without describing it. But quite as important as a happy choice of a word is due precaution that nobody else has previously hit upon that same word or one so similar that it would be likely to result in confusion in trade if the two terms were used on the same class of goods. The recent experience of Procter & Gamble demonstrates the wisdom of scanning the whole trade horizon before definitely adopting an identifying word. "Crisco," which the Cincinnati concern selected as a trade-name for its newest product, is an ideal trade-name—suggestive without being descriptive, but when that name was presented at the Trade-mark Division at Washington it

was found to be embarrassingly close to another trade-mark already registered and the owners of "Crisco," who had already spent thousands of dollars advertising it as a trade-name, were put to the inconvenience of making their peace with the earlier registrants ere they could gain any protection for "Crisco."

The disadvantages of having a geographical word as a trade-name were shown in the case of the Illinois Watch Case Company vs. the Elgin National Watch Company. In that case, however, the court decided that while one cannot obtain the exclusive right to use a geographical name as a trade-mark and cannot make a trade-mark of his own name to deprive another of the same name from using it in his business, that other may not resort to artifice to do that which is calculated to deceive the public as to the identity of a business or an article produced, and so create injury to a competitor beyond that which results from similarity of names.

In the well-known case of the

Drake Medicine Company vs. Glessner, the courts decided that where a person has established a business and reputation for the manufacture and sale of an article under a particular name and style of label, whether the words and devices adopted constitute a trade-mark or not, another person cannot lawfully assume the same name and label, or the same with slight alterations so as to induce the belief that the imitation is the original. This case illustrates, however, how a manufacturer who has not selected a trade-name that could be trade-marked may be under the necessity of expending considerable money to obtain an injunction against an offending name and label. Redress would presumably have been quicker and cheaper had it been possible to prove infringement of a registered trade-mark.

The limitations that exist in the case of a trade-name, unsupported, were brought out by U. S. Circuit Court decisions in the cases, respectively, of Heide vs. Wallace & Co. and G. W. Cole Company vs.

"Our Export Trade has

grown rapidly during the past year," writes a manufacturer in Fairmont, Minnesota, to another investigating the situation, "and we find it, if anything, more profitable than domestic trade, being able to get better prices.

"We have advertised quite extensively in the AMERICAN EXPORTER and have secured very satisfactory returns, receiving many inquiries from all over the world.

"These inquiries come to us in all languages which they translate for us and also our replies."

Name of this client will be sent on application.

May we lay before you the details of our service which is helping hundreds of manufacturers develop their export trade?

AMERICAN EXPORTER

17 Battery Place

New York

Established 1877, and published in four editions
 ENGLISH SPANISH PORTUGUESE FRENCH

Statement of Ownership, Circulation, Etc., of THE KNICKERBOCKER PRESS ALBANY, N. Y.

Statement of the Ownership, Management, Circulation, etc., required by the Act of August 24, 1912, of The Knickerbocker Press, published daily and Sunday, at Albany, N. Y., for six months ending October 1st, 1915:

Editor, Frank W. Clark, 22 Beaver St., Albany, N. Y.; Managing Editor, Frank W. Clark, 22 Beaver St., Albany, N. Y.; Business Manager, Lynn J. Arnold, 22 Beaver St., Albany, N. Y.; Publisher, The Press Company, 22 Beaver St., Albany, N. Y.

Owners: Stockholders holding one per cent. or more of total amount of stock: Lynn J. Arnold, 22 Beaver St., Albany, N. Y.; Edward S. Clark, Cooperstown, N. Y.; Stephen C. Clark, Coopers-town, N. Y.

Known bondholders, mortgagees, and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: The Albany Trust Company, Albany, N. Y.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above, 40,184.

LYNN J. ARNOLD,

President, The Press Company.
Sworn to and subscribed before me this 7th day of October, 1915.

MARY P. ADAMS, Notary Public, Albany Co., N. Y.

My commission expires March 30, 1916.

[Seal]

Under the Postal Laws and Regulations, The Knickerbocker Press is compelled

to print and publish a statement of ownership, management, circulation, etc., of the publication, separate from the Sunday issue, the following table will give the desired information:

Under the Postal Laws and Regulations, The Knickerbocker Press is compelled
 to publish the following table of circulation for the purpose of giving the public
 convenience of advertisers and others who wish the Daily average separate from the Sun-
 day issue, the following table will give the desired information:

Daily and Sunday Average for the Period Set Forth in the Above Sworn Statement—April 1, 1915 to October 1, 1915

1915	DAILY		SUNDAY	
	Paid	Unpaid	Total	Total
April	38059	1611	39670	32800
May	39720	1700	41420	33659
June	41453	1717	43170	33009
July	41646	1667	43313	33665
August	43327	1722	45049	35600
September	43170	1803	44973	34286
Total	247375	10220	257595	203019
Average	41229	1703	42932	33836
				7404
				1234
				35070

LYNN J. ARNOLD, President of The Press Company Publisher of The Knickerbocker Press

Publication Office - 18-22 Beaver Street, Albany, N. Y.
 Troy Office - - - 382 River Street, Troy, N. Y.
 Schenectady Office - Wedgeway Bldg., Schenectady, N. Y.

Foreign Agents:

JOHN M. BRANHAM COMPANY
 225 5th Avenue, New York City Mollers Building, Chicago, Ill. Chemical Building, St. Louis, Mo.
 (Member Audit Bureau of Circulations)

The Market you want

Notwithstanding the pessimistic reports I read in some of your weeklies

Great Britain

offers you a market second only to your own.

Here you have a people going through a great crisis, true, but going through it with their teeth set and holding up, carrying on so near normal as to make a prominent American citizen remark, "You are sure a wonderful people."

These people speak your language, need your goods and have and will continue to have the money to pay for them.

London Opinion

can help you talk to them all over the country.

You can indeed make a test of the suitability of your goods by using this one medium.

If you want any information about this market, write me to-day.



Advertisement Manager.

LONDON OPINION

15 York Bldgs. Adelphi, London, Eng.

American Cement & Oil Company. In the former case the court pointed out that to justify a court of equity interfering in an alleged case of unfair competition there must be something more than the mere duplication by one party of the other's trade-name. In the second case cited 't was explained that unfair competition is distinguishable from the infringement of a trade-mark in that it does not necessarily involve the question of the exclusive right of another to the use of the name, symbol or device. In other words, the unfair use of a word, not capable of becoming an arbitrary trade-mark, constitutes, at most, unfair competition.

WHY TRADE-NAME THAT CAN'T BE TRADE-MARKED IS OFTEN FAVORED

A possible reason why some manufacturers have favored trade-names which are incapable of being trade-marked was brought out in the opinion handed down in the case of Faulder & Co. vs. O. & G. Rushton. The court declared that a trade-name is usually more striking than the name of its user and, furthermore, that it is likely to give more information about the product and is calculated to make a more lasting impression on the mind than a mere trade-mark. In such a case, then, a trade-name obtains a secondary meaning even though in its primary sense it is not subject to the exclusive ownership of the firm or individual using it.

If we pursue the subject, however, we find that even when a trade-name has acquired a "secondary meaning," as above indicated, that secondary meaning confers rights only within narrow confines instead of the broad protection afforded by a registered trade-mark. In the case of C. A. Briggs Company vs. National Wafer Company the courts decided, a couple of years ago, that one who uses a trade-name that is not strictly a trade-mark and who has procured for the name a secondary meaning which entitles him to protection against unfair competition is entitled to such protection only within the terri-

torial boundaries within which the secondary meaning is known.

The "Junket Tablets" case, in which the Siegel-Cooper Company figured some years since, afforded some arguments for the man who believes in an iron-clad trade-marked name rather than a trade-name not so readily protected. The court held that the originator of "Junket Tablets" had, by his demonstrations and advertisements, created a secondary meaning for the phrase, even though the words might to a certain extent be regarded as descriptive, but for all that the originator could get protection only to the extent of enjoining the use of the words "Junket Capsules" and was powerless to prevent the use of the words: "Auker's Capsules For Making Junket."

A manufacturer of syringes adopted "Whirling Spray" as a trade-name for his specialty and the term being descriptive, he was, of course, unable to register it as a trade-mark. Along comes a

competitor and puts out a similar syringe under the trade-name "Whirl Spray." The first user protested in the form of lawsuits, but could get no redress.

In the controversy between the Computing Scale Company and the Standard Computing Scale Company it could not be shown to the satisfaction of the court that the words "Standard" and "Computing," either singly or together, had acquired a secondary meaning, and so there was no establishment of definite rights such as would have been possible had the aggrieved party adopted a trade-name which would have made up in trade-mark registrability what it sacrificed in descriptive power.

"Ruberoid" constitutes another example of the trade-name that would be more valuable if it could be trade-marked. In the case of the Trinidad Asphalt Manufacturing Company vs. the Standard Paint Company the courts held that inasmuch as "Ruberoid" was invalid as a trade-mark because it



BUFFALO
450 Rooms 450 Baths



DETROIT
800 Rooms 800 Baths



CLEVELAND
700 Rooms 700 Baths

The Little Things

HOTELS STATLER are called "the complete hotels" because, with all the big conveniences and comforts they provide, little things are not forgotten.

Not only a delightfully comfortable room—but circulating ice water. Not only a complete, model bath-room, but pajamas-hooks on the back of the door. Not only well placed lighting fixtures, but an automatic door-switch—and so on, and so on—hundreds of "little things" which save your time and temper, add to your comfort and convenience, and give you your full money's worth and a little extra.

You'll always find other advertising men at the Statler

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT



The South Analyzed

The Southern States have an income this year of approximately \$10,000,000,000. (*Ten Billion Dollars*).

Economy →

The 134 Southern newspapers, that have 5000 subscribers and over, submit a total circulation of **2,554,672** at **\$4.95 per agate line** on a 10,000 line basis. On the other hand, the 21 leading national magazines, having approximately the same circulation in this territory, submit a rate of **\$12.50 per line**. The balance of economy is patent.

Thoroughness →

The Southern newspapers cover the South thoroughly, and there is practically no duplication of circulation, due to the fact that the territory covered by each paper is comparatively large, and most of the readers get only one daily paper.

For detailed information of any kind address papers direct.

ALABAMA

Birmingham, Age-Herald
Birmingham, Ledger
Birmingham, News
Gadsden, Journal
Gadsden, Times-News
Mobile, Item
Mobile, Register

ARKANSAS

Little Rock, Arkansas Democrat

FLORIDA

Jacksonville, Metropolis
Jacksonville, Times Union

Tampa, Times
Tampa, Tribune

GEORGIA

Albany, Herald
Atlanta, Constitution
Atlanta, Georgian
Augusta, Chronicle
Augusta, Herald
Macon, Telegraph
Savannah, News
Waycross, Journal

KENTUCKY

Louisville, Courier Journal

Louisville, Herald

Louisville, Times

NORTH CAROLINA

Asheville, Citizen

To Increase Your Business

in this enormous market with maximum efficiency and economy use Southern newspapers.

Quality →

The subscriber to the Southern newspaper is of a high average of intelligence and purchasing power. Subscription rates are high. Street sale is small, less than a dozen cities having "extras", so the Southern newspaper circulation is essentially

Home Circulation →

There are more interesting facts at your disposal. For full information concerning rates, circulation, territory, jobbers and the like, address papers direct.

MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION.

This is the fifth of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlanta, Ga., for the members of the S. N. P. A.

Asheville, Gazette-News
Charlotte, News
Charlotte, Observer
Greensboro, News
Raleigh, News & Observer
Raleigh, Times
Winston-Salem, Sentinel

SOUTH CAROLINA

Anderson, Daily Mail
Charleston, News & Courier
Charleston, Post
Columbia, Record
Columbia, State
Greenville, News
Spartanburg, Herald

TENNESSEE

Bristol, (Va.) Herald Courier

Chattanooga, News
Chattanooga, Times
Knoxville, Journal & Tribune
Knoxville, Sentinel
Memphis, Commercial Appeal
Memphis, News Scimitar
Nashville, Banner
Nashville, Tennessean

TEXAS

Austin, Statesman
Beaumont, Enterprise
Galveston, News
Texarkana, Four States Press

VIRGINIA

Lynchburg, News

represented an attempt to trade-mark the descriptive term "rubberoid" there was nothing on the score of unfair competition to prevent another manufacturer from applying the trade-name "RubberO" to designate a similar roofing.

Lacking a trade-mark registration the contestants in the case of J. A. Scriben Company vs. Morris had to join issue merely on the basis of unfair competition and the result was that the Scriben Company, manufacturer of the "Elastic Seam Drawer" was unable to prevent its competitor from advertising the "Morris Web Seam Drawer."

In the case of the Florence Manufacturing Company vs. Dowd the principle was laid down that the owner of a trade-name which is not a valid trade-mark can secure an injunction to prevent a competitor from imitating that trade-name only in the event that he can show that the imitation is with fraudulent intent and calculated to deceive the public.

New York Club Forms Bureau for Vigilance Work

The Advertising Men's League of New York purposes to form an Advertising Protective Bureau to conduct vigilance work in place of the present vigilance committee of the club.

The bureau will be incorporated and will be independent of the league in its conduct. It is planned to raise \$25,000 for the support of the work and subscriptions are being solicited from merchants, business houses and advertising and commercial organizations. The league has headed the subscription list with \$1,000 a year for three years.

Harry D. Robbins is chairman of the club's vigilance committee which has evolved the plan of the bureau, and A. J. Harding has been engaged as managing director of the bureau.

Competing with the Chain

A cigar manufacturer in New York is selling a special brand to former United Cigar Stores' employees who are in the retail business for themselves. The cigar is said to resemble a favorite "United" brand and is offered consumers as "the same cigar as the brand, under another label." It is being used mainly for box sales.

Society Note

It is understood that Mr. and Mrs. B. V. Dee will soon be off for the winter.—Columbus (S. C.) State.

Prefers P. I. to Scotch and Soda

OLONGAPA, P. I., Sept. 8, 1915.

Editor of PRINTERS' INK:

I enclose a money order for five dollars, for which enter my subscription to PRINTERS' INK as long as the money holds out.

PRINTERS' INK is not much as far as looks go, but this little live wire of the advertising field must be judged in inverse ratio to its make-up, for it is, in my opinion, the greatest package of ideas put up in America! I usually have a Scotch and soda before I turn in nights, to ward off Philippinitis, but not on the nights that the mail brings P. I.!

I hope you will never change the size, for P. I. just fits the pockets my Chino tailor attaches to the coats he makes for me. Sometimes, when I stroll in the evening along the beach, and sit down under the palms, with the blue waters of Subic Bay rippling a few feet away, this little homely visitor from God's country causes me to forget the hypnotic tropic beauty all around, and I am once again in the thick of things as I read of the battles, sieges, fortunes of the latest brands of grape juice and chewing gum!

The mystery to me is how you can gather together, week after week, the mass of ever-interesting live matter that packs the pages of P. I. I don't know what your circulation is, but if the business men of the U. S. are as hustling a bunch of humans as we like to believe they are, and as wishful to be up-to-date, the circulation of PRINTERS' INK ought to be the biggest of any periodical published in the United States!

So, here's a prosperous and long life to PRINTERS' INK, and to its hustling, helpful editor and staff!

EDWARD GALLAHER.

Additions to Staff of "Progressive Farmer"

Fred W. Orleman has been appointed assistant advertising manager of *The Progressive Farmer*, of Birmingham, Ala. He was formerly business manager of the Memphis, Tenn., *News-Scimitar*.

George R. Hooks has joined the advertising staff, being assigned to the Texas field. For eight years he was associated with J. C. McMichael, Inc., at Atlanta, Ga.

Paul Smith Succeeds Olwell with Chalmers

Paul Smith, sales manager of the Chalmers Motor Company, Detroit, has been elected vice-president, in charge of the sales, service and advertising departments. He succeeds Lee Olwell, who recently resigned.

Montreal "Gazette" Appoints Eastern Representative

Louis Gilman, special newspaper representative in New York, has been appointed to represent the Montreal *Gazette* in the East.

Chain Stores Find the West a Difficult Field

Several Jobbers Testify to This Effect and Give Reasons Why This Is So

WHAT is the attitude of the jobber toward chain-store systems? This is a question in which considerable interest—not without significance as to time and source—has lately been manifested by the Federal Trade Commission. Especially did this curiosity on the part of the new Government body find expression during a recent informal conference at Chicago between the Federal Trade Commissioners and the members of the Economy Conference Committee of the National Wholesale Grocers' Association, the National Association of Retail Grocers, the National Canners' Association and

the American Specialty Manufacturers' Association. At this interchange of opinions upon present-day problems of distribution the wholesale grocers were the principal speakers, particularly with reference to the chain-store proposition.

Chairman Davies, of the Trade Commission, precipitated the chain-store debate when he said: "You gentlemen are an authoritative source of information in your particular line. This economic tendency has been in my mind for quite a long while—the tendency toward the elimination of the small retailer through the branch

Making Good in Great Britain

A National or Intensive Scheme

If it is a National scheme you want, Hulton's 6,000,000 group is designed for your purpose. Picture, Morning, Evening, Sunday, Home Weeklies, a Monthly Magazine and Athletic Journals.

If a "try out" is contemplated, tackle Lancashire—the most thickly populated and wealthiest county in England—with Lancashire's own papers, the "Daily Dispatch" and "Evening Chronicle," combined circulations one million, rates \$3.65 per inch each.

The "Daily Dispatch" has a circulation of between five and six times that of any local or National morning paper—either penny or halfpenny—circulating in the same area. Specimen copies and all particulars for the asking.

THE HULTON COMPANY, Daily Sketch Building, London, England



TRY OUR BING-BANG GUN

For Big Selling Power to Mothers and Fathers

Of Sensational Interest to Children

Great sale inducer for all Household Products, Boys' Clothing and Supplies, etc., also for Toy Openings, Boys' Departments, etc. **MANUFACTURERS**, ask us about two new advertising novelties for children, suitable for distribution.

SPOTSWOOD SPECIALTY CO., Lexington, Ky.

Threads and Fabrics

A SALES MANAGER sends his men a vivid, sincere statement of the company's attitude on a vital trade question. It is as spicy as ginger, as sound as granite. There is a story in that for PRINTERS' INK.

An English manufacturer, hampered at home by the war, makes his first bid for American patronage through a two-page advertisement in a trade paper. There is a story in that for PRINTERS' INK.

A particularly alert salesman sends his company daily reports sparkling with incidents of humor, enterprise, stupidity, cleverness—human incidents occurring out on the firing line. His advertising manager sees their wide interest and forwards us excerpts. There is a story in that for PRINTERS' INK.

A manufacturer wants definite information on court decisions and Government procedure touching a subject as broad as mergers. Nine industries out of ten have been affected. There is a story in that for PRINTERS' INK.

We send personal letters to a number of advertisers asking how they have surmounted some obstacle which has bothered a correspondent. Their replies come back full of valuable first-hand suggestions. There is a story in that for PRINTERS' INK.

A staff writer is talking to the president of a

corporation on a certain subject. There comes a digression; the executive grows reminiscent and finds himself far afield. The writer has harvested a by-product—another article. There is a story in that for PRINTERS' INK.

Three inquiries reach our Research Department for information on the same topic. One of them indicates an angle from which the subject has never been approached. There is a story in that for PRINTERS' INK.

PRINTERS' INK'S editorial trend toward the definite tangible experiences of successful men has inevitably created in our readers' minds a clear image of the type of story required. Suggestions come to us, consciously or unconsciously, through the mails.

The telephone brings us flashes from hurried friends. Our own correspondents in the principal cities have their ears to the ground. Our files contain hundreds of ideas for stories in every stage of preparation.

Week in and week out the pleasant task goes on—watching the threads of business narratives knitted into the staunch fabric that we are making. And like other manufacturers, we try to be as discerning with the quality of our materials as we are with the assembling of the finished product.

PRINTERS' INK

The Theatre Magazine

a home magazine
for playgoers

All advertisers cannot successfully use the Theatre Magazine.

It appeals to that class of people who know what is what.

If quality circulation counts for anything—you need it to reach your prospects.

No matter where our readers are located they belong invariably to the wealthy, intelligent and cultured class.

The advertising patronage is constantly rising.

October

LINES

1914 - - - 7,954

1915 - - - 11,928

The Theatre Magazine

8 W. 38th St., N.Y. City

The Theatre Never Works in "Bits"—it covers its subjects from box office to stage.

store, for instance, such as the Rexall drug stores. What is the opinion of you gentlemen with reference to that tendency—is it growing? Is it an inevitable economic law working itself out? Is it a hybrid growth, or what is it?"

CHICAGO AND THE CHAIN STORES

Samuel B. Steele, of the Steele-Wedeles Company, was the first to reply, remarking, "That is a pretty big question to answer. We have been studying it for a good many years. I will tell you right now the thing is just a boiling pot." Oscar M. McGlasson, of McNeil & Higgins Company, and until recently president of the National Wholesale Grocers' Association, called attention to the fact that the chain store is not the menace in the West that it is accounted in some quarters in the East, and referring to Chicago he remarked, "They have never been successful in this market."

When the Trade Commissioners asked the assembled wholesalers for an explanation of Chicago's comparative immunity Mr. Steele spoke up: "This Chicago market has been cleaner than any other market, and the competition has been so fierce here that every retailer could practically own his goods—as a matter of fact, in this market a small man can buy his goods and do business cheaper than a State Street store. You probably know better than I do what it costs any State Street store to do business, and I want to tell you if it were possible for those people to buy 8 per cent cheaper the retailer could still afford to pay that 8 per cent and make money where they would lose it. It is actually cheaper for a man to do business in a store where he pays 500 or 700 or 800 dollars rent than it is in these big stores where it costs them 20 per cent to do business, because if a man can make 20 per cent he can make big money.

"It is the same way with your chain stores. It is impossible to get a man to take an interest in their business for what they can afford to pay him. If a man runs his store himself there is his wife

and children to assist him and he has no expense, and can do business cheaper than where there are organizations."

Commissioner Hurlley interposed: "There is only a small percentage of the retail grocers who are in business after five years."

"I think" replied Mr. Steele, "that is true of any business. I think the records show that 90 per cent of the retail ventures are a failure."

Frank C. Letts, of the National and Western Grocer Companies, was the next commenter. Said he: "I saw in the paper a few days ago that Austin Nichols & Co. are going to start a chain of grocery houses from the Atlantic to the Pacific, selling strictly for cash. I think maybe they are going to start one at Auburn and see how it works out. It gets away from this collection proposition and bad debts. What breaks the retailer more than anything else is carrying bad debts. A fellow has a job to-day and he is getting 50 or 60 dollars a month and the first thing you know he owes the retailer a hundred dollars and he never can pay it. All the investigations which we have carried on show it is their losses in that way which break them."

"Yes," interposed Mr. Steele, "and you will find that the fellows who go broke the most are people who buy goods they do not need on account of premiums and trading stamps. You would be surprised to know what a hold they have on people and how much money is really wasted. In my own home my cook kicked because I sent stuff out. She said, 'The wrappers are no good. I want American Family Soap because I can use the soap and get socks for the German Red Cross.' Well, she had to have it."

In an effort to get specific information relative to chain stores the character of which is not apparent on the face of things, Chairman Davies inquired: "What lines could you give us, offhand, now, that have inaugurated these chain stores—what ventures are there, currently known in the



RIDICULOUS!

Top down in a Rain-Storm and no Tire Chains

PICTURING an automobile without Anti-Skid Chains in a scene of snow, mud or wet pavement, is almost as ridiculous as picturing the top down with a steamroller demolishing pretty women occupants.

Tire Chains are now used by the majority of motorists. Give the final touch of realism to your automobile illustrations—put Chains on the tires when depicting snow, mud or wet pavements.

Write us for illustrations of Chains Equipped Tires
WEED CHAIN TIRE GRIP COMPANY
Bridgport, Conn.

\$50.00

will be paid to the artist, copy-writer or lay-out man who submits the best suggestion for an illustration that emphasizes the inconsistency of picturing an automobile without Anti-Skid Chains in scenes of snow, mud or wet pavements.

The illustration shown above was one of many used in our recent campaign in Printers' Ink. A study of this may inspire the *new* idea for which we are willing to pay \$50.

Suggestions must be in our hands before December 1st

WEED CHAIN TIRE GRIP CO.

Advertising Department
37 W. 39th St., New York

THE "LONG



Definition

An elusive article known as money which goes to make up an Advertising Appropriation. Most productive in—

Detroit



Because Detroit

Has more highly paid workmen—Has more money in circulation—Has a wonderful transient circulation—Is the center of the automobile industry—Has a greater percentage of home-owners.

WALKER & Co.

OUTDOOR ADVERTISING
POSTER, PAINTED AND ELECTRIC DISPLAYS
Detroit Michigan

GREEN"

A Straight Tip

If you want the **LONG GREEN**
of **your** campaign to reach its
maximum power —

Outdoor Advertise Detroit

Detroit

is a wonderful thriving market, beating with the pulse of big business and throbbing with the heart of industry. Hard times never knock at her door, and Walker & Co. hold the key.

WALKER & Co.

OUTDOOR ADVERTISING
POSTER, PAINTED AND ELECTRIC DISPLAYS
Detroit Michigan

trade, that would not come to our attention?"

Oscar Remmer, of Sprague, Warner & Co., immediately cited the National Tea Company, in Chicago, a concern that he declared was "making a success of it." Mr. Steele recalled that "Butler gave it up in Chicago," and declared that there are now no big chains in Chicago except the National Tea Company and the Rosenheim chain.

"There are chains and chains and chains," contributed Mr. Letts. "There are new ones all the time. For instance, at Des Moines, Iowa, a man goes out, a promoter, and gets 200 retail grocers to take a thousand dollars or five hundred dollars' worth of stock and claims he will furnish them their goods at cost. Every once in a while a retailer who has stock in that concern says: 'I cannot buy any cheaper from him than from you,' and the Des Moines concern has no money."

"Why is the Des Moines retailer buying no cheaper through this chain than he could buy from you?" asked the chairman of the Trade Commission.

THE GROCERY JOBBERS' PROFIT

"Because," explained Mr. Letts, "we do business on such a close margin." "There is not a wholesale grocery house," added Mr. Steele, "that does \$5,000,000 worth of business a year that, for ten years, can show you an average profit of two to two and a half per cent on its net turnover." "No," supplemented Mr. Letts, "you take the average and if they can make two per cent they are doing well."

Reverting to the moral to be drawn from the situation represented to exist at Des Moines, Mr. Letts said: "A chain house starting with a lot of members will find that they get disgusted in a little while. The promoters say the jobber is making a great big profit, but they find our profit is so small and it costs them as much to do business as it does us, and the retailer gets disgusted and comes back to us."

The Glass Ship Grocery Com-

pany was cited as another chain by Mr. Steele. Said he: "They are just starting a place in Peoria and they have ten or twelve places down the State, and they are forming stock companies and taking consumers in at one dollar apiece to be members to get the capital to start on."

"Suppose," propounded Chairman Davies, "a man has control of six or eight or ten or a score of retailers who are buying certain staples and he goes to a producer and say: 'I will give you the entire consumption of these retailers, but I have got to have a quantity discount,' and then he goes to his retailers and offers them as an inducement that discount. Do you think that would work any length of time?"

"I will tell you something about that," came back Mr. Steele. "Sugar to-day is being sold cheaper by the jobber than the jobber himself is buying it from the refiner. Now let the other fellow go out and beat that if he can."

In bringing the chain-store debate to a close Chairman Davies remarked: "This discussion that I precipitated was purely academic, but it is one of the big problems in the country. I would like to sit down with some of you men some time when you are in Washington and draw out from you all the information I can on these subjects because you know the facts in your particular line."

McAneny to Be Associated with New York "Times"

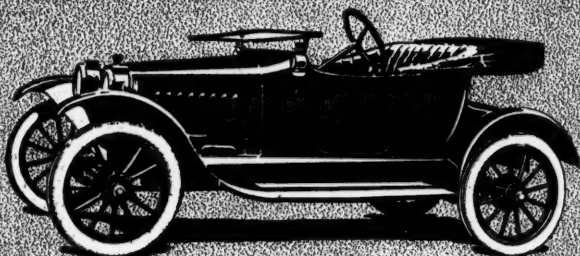
Announcement was made last week that George McAneny, president of the New York City Board of Aldermen, will resign in January to become associated with Adolph S. Ochs in the general management of the New York Times.

Prior to 1892 Mr. McAneny was connected with New York papers in the capacity of reporter and correspondent.

United Cigar Stores Take Over Up-state Whelan Business

Thirty cigar stores in northern and central New York have been bought of C. A. Whelan & Co. and Whelan Brothers by the United Cigar Stores Company. These include the original stores started by George J. Whelan.

SAXON ROADSTER \$395



Don't Waste Time Walking

Your time is worth money—and the Saxon Roadster enables you to go from place to place quickly and cheaply—multiplies the number of things you can do in a day. In this sense it is not a luxury but a sound business investment with real profit earning power.

The Saxon Roadster costs only \$395 and stays good for years because it is well designed and honestly built. It costs little to run,—you can get 30 miles on a gallon of gasoline and 100 to 150 miles on a quart of oil.

In design and construction Saxon Roadster is absolutely modern and up-to-date—powerful high speed motor; three speed transmission; dry plate clutch; Timken axles; vanadium steel cantilever springs; honeycomb radiator; genuine streamline body, roomy and comfortable. No other car under \$400 gives you these modern features. (Electric lighting and starting, \$50 extra.)



See your dealer and let him show you what the powerful, handsome, speedy, economical Saxon Roadster will do for you. "Saxon Days" on request. Address Department 22.

Saxon Roadster \$395 — Saxon "Six" \$785

Saxon Motor Company, Detroit

(199)

Manufacturers Selling to Retailers

Your attention is directed to the following advertisement of a man peculiarly adapted to direct your advertising and selling. He has first hand knowledge of retail conditions with the additional advantage of previous experience in wholesale advertising and mail-order work.

RETAIL ADVERTISING MAN

One of the rare kind, who finds pleasure in his work and thinks of his work in leisure, seeks a position of responsibility.

Does out-of-the-ordinary advertising with common sense and reason.

Possesses initiative, energy and enthusiasm beyond the average.

Formerly handled advertising of medium-sized department store with exceptional success.

Now producing results for large specialty store in Ohio, in spite of handicaps.

Capable of assisting management, superintending sales force, conducting sales and suggesting good business-building ideas.

A clean-cut worker, thirty-two years old, who will earn big dividends on the reasonable salary he expects.

Address "Modernist,"
Box 337, care Printers' Ink.

Where is the firm that can make the most money out of my services?

Most of my twenty-seven years have been spent in training for the "Big Chance"—where I can produce the maximum for my employer and eventually for myself.

For the past ten years I have rubbed shoulders with Big Business as confidential secretary to official of public service corporation, reporter, manufacturer's sales correspondent, advertising agency representative.

I have analyzed sales situations, planned campaigns, written advertising copy, handled men, bought art work, engravings and printing—on a variety of advertising propositions from railroads and motor cars to soap and cereals.

A number of good men will bear witness to the efficiency with which I have done these things.

To-day I am division manager of a sizable Chicago business and considered a success. But I desire a connection with an advertising manufacturer who has an opportunity bounded only by a man's ability.

My training equips me to make upwards of \$5,000 for myself the first year and more for my employer. Geographical location immaterial. Address S. M., Box 840, care Printers' Ink.

Tells What Convention May Mean to Philadelphia

William C. Rose, president of the Cleveland Ad Club, who recently was instrumental in effecting the affiliation of 1,800 members of advertising clubs in Rochester, Buffalo, Cleveland and Detroit with the Associated Advertising Clubs of the World, was the guest at a dinner held last week by the Poor Richard Club of Philadelphia. He complimented the club on winning the convention of 1916. He expressed the belief that the impressions the visitors receive of the city's government, its industrial and its commercial activities will count heavily in future business for the city. For the benefit of merchants and manufacturers of the club Mr. Rose dwelt on the subject of efficiency in buying advertising space. He said that the man who invests money in advertising without making a study of the publicity field or employing an expert to make the study for him, might as well throw his money in the street.

Mr. Rose said that while there are thousands of business men who have become rich through the use of advertising, there are many who have lost. The former class, he said, is made up of those who went to the trouble to learn what kind of readers is served by the various publications, and the other fellows were the ones who did not. The losers just sent shoddy copy to some publicity mediums and paid the bill, he continued, and they lost their enthusiasm when they failed to get results.

"Sealpackerchief" Wins Case Against Substitutor

The Supreme Court of New York granted on October 18 a decree in favor of The International Handkerchief Mfg. Company against Benjamin and Meyer Morse, New York retailers, involving the substitution of handkerchiefs in packages as and for "Sealpackerchief" products. The case is unusual, in that it does not involve any imitation of trademarks or trade-names, the defendants merely handing out, without comment, some other packaged handkerchief when "Sealpackerchief" was called for.

Changes at Chalmers Motor Co.

J. R. Harrison, advertising manager of the Chalmers Motor Company, and C. E. Gibson, of the advertising department, have resigned. Gail Murphy, formerly advertising manager of the Art Metal Construction Company, Jamestown, N. Y., has been appointed advertising manager, and O. R. Hardwell, for the past two years sales and advertising manager of the Caille Perfection Motor Company, assistant advertising manager.

A. J. Ward with New York "Evening Post"

A. J. Ward, formerly with *Hearst's Magazine* and the *Chicago Tribune*, has joined the *New York Evening Post* as financial advertising representative.

"There's the Letter from the New York Office—

The Boss has asked for it a dozen times—some big deal is on—I'll take it in to him."

This particular firm has allotted to each branch office a special color of paper for forms, order blanks, records, etc.

It saves an astonishing amount of time, insures more accurate filing and tends toward efficiency in many ways.



A printer gave them the idea and we gave it to the printer by means of a portfolio, "The Signal System."

Hammermill Bond was used because it is made in twelve standard colors and white and in three finishes—Bond, Ripple, Linen—thus giving an assortment covering every need. Its cost is so low that it can be used with economy for all business purposes.

Also, the printer knew that he could secure any quantity without delay, for Hammermill Bond is heavily stocked by selling agents in all important cities and an enormous reserve stock is carried at our mill. Hammermill Bond is a paper of excellent quality, has a fine finish and is very strong.

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

If you will tell us what business you are in, we will send you a valuable portfolio containing much information relating directly to your needs. It tells how to buy paper and shows a full range of samples of Hammermill Bond. We will also send a copy of "The Signal System" if you wish.

HAMMERMILL PAPER CO., Erie, Pa.

Use Hammermill Safety Paper for Checks

Why the Singer Manufacturing Company Takes No War Orders

SINGER MANUFACTURING COMPANY, with probably one of the best, if not the best, basically equipped plants in the country for manufacture of war materials, has not taken an order and has refused orders for millions of rifles and other materials.

It could only do business with the Allies, while it has a tremendous plant in Germany which would undoubtedly be confiscated if it put its plants in this country to turning out war material for Germany's enemies. Furthermore, 80 per cent of employees in its American plants are Germans, and if orders were taken to supply the Allies with materials, the plants and forces in this country would undoubtedly be disrupted.

The company also owns and did operate big plants in Scotland and Russia which, although officials will not admit it, must have been taken over by the respective governments for war purposes. Concerning what has happened to the Singer plants in Germany, officials say they have received no advices.

Singer Manufacturing Company is chiefly noted for its sewing machines and for the scarcity of information concerning its financial affairs. It is a close corporation, and officials say the public is not interested in the balance sheet or earnings.

There are only 2,000 shares out of 600,000 in outsiders' hands, and these have been passing back and forth between various buyers and sellers for several years. The rest of the stock is locked up tight, for dividends have been coming in regularly and the company's wealth has heretofore been steadily increasing.

The war has undoubtedly seriously hurt the company's business, for its plants have recently been running between 40 per cent and 45 per cent of capacity. One-half of its tremendous capacity has been lying idle while war profits have been going into coffers of its friends and neighbors, who

did not hesitate to do business with the Allies in war supplies.

Such a situation will, however, not be likely to bankrupt Singer Manufacturing Company, for there are few financially stronger companies. A balance sheet as of September 30, 1913, which by some chance saw the light, showed that real estate and inventories totaled \$27,987,000, and cash and accounts receivable were \$85,228,000. Reserve funds were \$18,620,000, and surplus, \$30,630,000. Later balance sheets in possession only of a chosen few and carefully guarded show still larger totals, we are given to understand. The company is said to be the largest single holder of Government bonds in the country.

Just now, however, the officials figuratively do not know whether they are afoot or horseback, for the war has cut down their domestic sales tremendously, particularly in Europe, where a considerable part of their bills receivable are outstanding, representing instalment payments due. The final outcome of these is problematical. They may be worth par and they may be worth 50 cents on the dollar. There is at present no basis for judging this matter.

But it is an ill wind that blows no good. The company has a financial backlog that guarantees its pulling through any troublous times. Financially it is getting along as easy as an old shoe even without maximum business or excessive war profits. Then also there must be a tremendous demand abroad for special machines for sewing uniforms, tents, harness, sand bags and such requirements of armies and navies.

Perhaps, therefore, the European factories are not running at so low a production as those in this country. At any rate, dividends are being paid regularly on the \$60,000,000 stock, all of which, with the exception of the \$500,000 issued in 1863, has been distributed to the faithful stockholders gratis in stock dividends, with an occasional cash dividend of 20, 30 or 100 per cent on the side.—*Boston News Bureau.*

Give Your Sales Letters a Chance to Make Good



"Why is this, Mr. Harris? You were to economize by sending out these sales letters on that cheap bond we heard of, and here you are using Construction Bond again?"

"Well, sir, the cheaper paper wasn't economical. It cut down the response to our sales letters 50%. To make sure of it I repeated our last letter a week later, using our standard Construction Bond letterheads and envelopes—and we got the usual good response even though it was a repeated letter.

"That's what I call real economy. Remember we spend \$10 or \$20 a thousand for stamps anyway, which is practically wasted if we 'save' \$1 or so a thousand on stationery that puts our letters in the cheap circular class. This Construction Bond looks and feels and crackles like the finest paper to be had. It has good stuff in it. But our stationery on it is not expensive. Welcome & Co. get it direct from the mill warehouse in big quantities and certainly give us handsome looking stationery at a fair price."

"You are right, Mr. Harris. Don't get out any more cheap looking advertising. Give your sales letters a chance to make good. We need the business."

P. S.—There is a "Welcome & Co." near you who carry Construction Bond in stock and produce fine stationery on it. Write for their name and address and let us send you some specimen letterheads that will help you improve your own.

W. E. Wroe & Co., Sales Office 1004 So. Michigan Ave., Chicago

CONSTRUCTION



*Good Stationery on
Construction Bond
Makes Good Sales
Letters More Resultful*

White and Eight Colors
Envelopes to Match

When appearances and impressions cease to be an important factor in advertising, there will be no advertising men. Using known-to-be-cheap stationery is like "putting on the reverse English."

The College Trained Farmer

represents the highest quality circulation a farm paper can obtain.

UNCLE SAM PROVES that the college trained farmer receives a 150 per cent higher labor income than the average farmer.

THE ASSOCIATION OF AGRICULTURAL COLLEGE MAGAZINES

reaches 15,000 college trained farmers in eight of the leading agricultural States.

They use the automobile truck in their daily occupation—the pleasure car to carry them quickly from the farm to the near-by town or city.

THE FOLLOWING MAGAZINES are members of the Association, have the same-sized page and are published monthly, October through June:

CORNELL COUNTRYMAN	
Cornell University	Ithaca, New York
AGRICULTURAL STUDENT	
Ohio State University	Columbus, Ohio
IOWA AGRICULTURIST	
Iowa State University	Ames, Iowa
ILLINOIS AGRICULTURIST	
University of Illinois	Urbana, Illinois
PURDUE AGRICULTURIST	
Purdue University	West LaFayette, Indiana
OKLAHOMA AGRICULTURIST	
Oklahoma State College	Stillwater, Oklahoma
WISCONSIN COUNTRY MAGAZINE	
University of Wisconsin	Madison, Wisconsin
PENNSYLVANIA STATE FARMER	
Pennsylvania State College	State College, Pa.

You can order space for all of these through the Association. For rate cards, agent's commissions, and other particulars, write to either President or Secretary.

Eastern Representative
B. W. KINNE, President
Ithaca, New York
Care of Cornell Countryman

Western Representative
J. T. MILLS, Secretary
Urbana, Illinois
Care of Illinois Agriculturist

How Robbins & Myers Have Made "Technical" Advertising to the Consumer Pay

At First Branded as an Impracticable Effort, the Campaign Makes Good in a Surprising Way

By C. H. Clark

Adv. Mgr., Robbins & Myers Company (Electric Fans and Motors), Springfield, O.

UP until a little over a decade ago, the Robbins & Myers Company, like all other manufacturers of electrical goods and technical products of all kinds, had confined its advertising to technical and trade magazines and to circularizing to the trade. General advertising of technical products in popular magazines was then unknown.

About this time, C. F. McGilvray, president of the company, was giving the greater part of his time and thought to the problem of increasing the volume of the business. In his investigations he became convinced that advertising on a broader scale which took account of the general public as well as the technical man was the solution of his problem.

To test his theory out, he decided to appropriate \$10,000 for advertising that season in a few of the leading standard magazines and national weeklies. While a small sum, as advertising appropriations of this kind are now measured, yet it was enough to create a real sensation in the whole industry at that time.

Like all pioneers with a big idea, Mr. McGilvray was branded as an impractical theorist. Advice came from all quarters against his plan. Protests, even.

were received, for many technical manufacturers, while they doubted that such advertising could prove profitable, felt that they would have to fall in line if one member of the industry started advertising in this way.

While on the train returning to Springfield just after closing the first contract with the advertising agency, Mr. McGilvray fell in with one of the officials of a large manufacturing and jobbing company which handled machinery and supplies of all kinds. In the course of their conversation the subject of advertising came up

[illegible]

ADVERTISEMENT TALKS QUALITY OF MACHINES EQUIPPED
WITH E. & M. MOTORS

and Mr. McGilvray told him about the plans he had just completed to advertise fans and motors in the general magazines.

The machinery man expressed no little astonishment and presented a great many reasons why the proposition was impracticable. During the course of their discussion Mr. McGilvray suggested that it would be highly profitable for the machinery company to add electric fans to its line. He also explained how the Robbins & Myers advertising campaign would increase the general demand for fans and make that particular season a most opportune time for the other company to take on electric fans as a part of its line.

That the argument proved effective was shown shortly after this when the machinery man called at Mr. McGilvray's office and jocosely remarked that he had come to take another look at the man who had nerve enough to throw away \$10,000 advertising fans and motors in periodicals of general circulation. Before he left that day he signed a contract on fans for that season. His company is still selling fans and doing a big business in them every year. So the first results of this popular advertising campaign were obtained before the first insertion appeared.

Mr. McGilvray's action was fully vindicated by the results of this advertising, and shortly after the Robbins & Myers campaign started, all of the leaders in the electrical manufacturing field began to use the general magazines extensively in their advertising campaigns. And not one of them has discontinued this class of advertising to date.

It is very probable that these other manufacturers had given a great deal of thought to the possibilities general advertising offered them prior to the time the Robbins & Myers Company started it. Up until that time, however, evidently none of them were thoroughly sold on the proposition. He needed the example of one pioneer to bring about the new era in advertising electrical goods.

During the decade that electrical

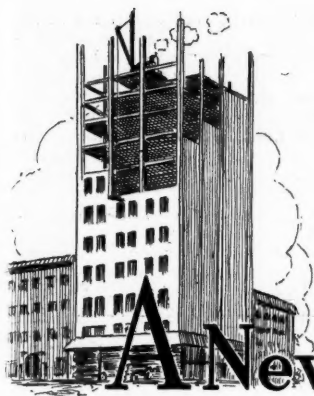
goods have been advertised to the general public, there has been a tremendous increase in the use of electric fans, heating devices and motor-driven appliances for the home and office. The consumption of electric current has increased proportionately and rates for current have been generally reduced.

At the present time there is probably not another industry, every unit of which is so thoroughly sold on the value of advertising, as is the case in the electrical field. The Electrical Prosperity Week, which is dated for the last week of November, is excellent evidence of the feeling which exists toward advertising in the electrical industry. Everyone interested in things electrical, including manufacturer, jobber, dealer, contractor and central station is co-operating actively in the promotion of this movement. The harmony which exists among all members of the industry and which makes such a movement possible did not always exist, and publicity has certainly done its share toward bringing this harmony about.

HOW THE PRODUCT IS MARKETING

In giving this bit of history I have strayed a little from the subject of Robbins & Myers advertising specifically. This advertising covers two distinct products: electric fans and small electric motors. Fans are sold through the regular trade channel, jobbers and dealers, and the advertising methods followed are not unlike those used for any other product which is sold in this way. To create public interest in our fans they are advertised in general magazines, and the dealer is provided with the usual advertising service, such as imprinted literature, newspaper plates, lantern-slides, window-display material, etc.

Motors are sold also through jobbers and dealers to some extent, but in addition to this, large quantities are sold to manufacturers of machines of various kinds which are motor equipped. Here the motor becomes an acces-



A New Building Every 5 Days

is opened by the Y. M. C. A. Such is the wonderful growth of this organization. These buildings must be built and equipped. They must be maintained year after year. Over 2500 purchasing secretaries are buying supplies for as many buildings.

And these secretaries use as a buying directory, "Association Men." They always give advertisers first consideration and when one secretary secures some satisfactory equipment, he notifies all the others. They are good boosters for good goods.

There are over 630,000 Y. M. C. A. members—aggressive young men mainly—who are loyal to the cause and the magazine that represents it. They favor those who favor them.

That is why advertisers get such splendid results from "Association Men"—why the manufacturers of everything for men will find it the opening to a great field.

If you are directing the advertising of men's goods, you cannot find a better medium.

**ASSOCIATION
MEN**

F. A. WILSON-LAWRENSON
Business Manager
124 East 28th St., New York

You increase the chance of success of a new campaign when you focus it on a local point. The best local point is

NEW ENGLAND

"The right way is to begin in the home dailies and work towards the great cities," so said Dr. J. C. Ayer of Lowell, Mass., one of America's most successful advertisers.

"THE SUPREME TEST"

"The advertising value of a newspaper is measured by the HOLD of that newspaper upon its readers, rather than by the number of copies it circulates."

The New England Local Dailies are a part of the life of the individuals in each community where they are published.

Every day they are a welcome visitor to the homes, and the HOLD they have on the reader is forcibly shown when some accident or delinquent carrier makes the delivery fifteen minutes late!

The HOLD they have on the reader is also shown by the great volume of merchandise that is moved from the merchant's shelves when he advertises in the dailies, which is well nigh all the time.

The HOLD they have on the reader is again shown when a manufacturer of a good product uses these dailies to make a market for his product in these local cities.

These 12 will gladly show to any advertiser the HOLD they have on their readers. Test campaigns can be made in them with profit to the advertiser.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,463, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 39,691.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

sory of the machine and the motor manufacturer must influence public sentiment toward his motor so that this sentiment will in turn influence the manufacturer to supply the advertised motor with his machines.

Sometimes the machine manufacturer supplies his machine less the motor. In such cases the motor manufacturer's problem is to influence the machine manufacturer toward his motor so that he will recommend its use to customers to make sure of their getting good service with the machine.

The general advertising of the Robbins & Myers Company proved effective in this way right from the start. Manufacturers of motor-driven machinery saw at once the advantage of equipping their machines with a motor which not only had high quality but which had *known* high quality. In the case of small manufacturers who were not extensive advertisers themselves, the use of an advertised motor gave them the benefit of tying their product to a nationally known product. When the dealer offered the machine for sale the customer might not have heard of the manufacturer that made it, but if it had a Robbins & Myers motor on it, he had heard of the motor, and it would be but natural for him to credit the complete machine with a standard of quality in keeping with the motor.

MOTORS ADVERTISED AS ACCESSORIES

In the advertising we do, we make the copy such as to give every manufacturing customer as much benefit as we possibly can. These customer's machines are illustrated and many live inquiries are received by them as a result. We have driven home the argument that a Robbins & Myers motor on any machine is evidence that the machine is high grade throughout. And quite frequently our customers who are advertisers themselves, in their advertising present as an argument of quality the fact that they use these motors on their machines.

Our advertising department also

Portland Maine Grows!

This is shown by the July building record of the one hundred leading cities. Sixty-six show decreases in building operations and thirty-three show increases.

Portland stands eleventh in the percentage of increases, with an increase of ninety per cent building activities. This is a sure index of the prosperity of the people.

Yes, Portland is busy!

The EVENING EXPRESS

is the one afternoon daily newspaper of Portland and suburbs. The Express' circulation exceeds that of all other Portland papers combined,

and it still grows

Local merchants and foreign advertisers find the Express gives the greatest returns for each dollar expended.

JULIUS MATHEWS, *Representative.*

I Have Made Good

As Advertising Manager of a concern with international distribution.

As director of effective campaigns, using every sort of publicity media.

As a head of a large department in charge of salesmen's training and sane stimulation.

I seem to have reached the top of the ladder in my present position.

I want a job paying at least \$5,000 a year.

I have the ability to make others work for me happily and efficiently. I can give the same efficient, willing service to my employers.

Write to Box D. V. 341, care of PRINTERS' INK, and let me give you further details.

SALES MANAGER

Advertising-Man and Business Executive

of exceptional experience, East and West (with large manufacturers, promotion enterprises and advertising agencies), mature years and judgment, strong personality, rapid-fire initiative, unlimited capacity for WORK and record of successes—

Desires to Open Negotiations

with *strong concern* where big things are demanded and a man of largest caliber is essential. Now associated with large New York corporation, as General Manager Sales and Advertising. Prepared to submit unusual credentials and proofs, in person, when necessary—and will locate *anywhere*, with the *right concern*, on the *right basis*. Have earned (and can do it again) up to \$12,000 per year, salary and commissions. Address B. M., Box 338, care PRINTERS' INK.

Trade relations

with retailers and jobbers, covering a period of twenty-four years, give us a knowledge of where to go and whom to see in the marketing of an advertised commodity on the Pacific Slope.

It saves time and money to work with live retailers or jobbers and to know who will or will not cooperate.

Our acquaintance with the trade is available in money-saving form for a few manufacturers. It is only one feature of

"EBERHARD SERVICE"

The Geo. F. Eberhard Company

SAN FRANCISCO

LOS ANGELES

SEATTLE

co-operates with the small manufacturer who has no advertising department of his own to the extent of furnishing a service similar to that furnished to dealers. Naturally there is only a small percentage of customers of the class who require a service of this kind, but those who do are usually very appreciative, and as a builder of good will nothing is better than such service.

The manufacturer who uses Robbins & Myers motors on his machines also receives a service from our engineers which is vitally important in getting and holding business. These engineers are always available to work with the manufacturer on his problem of adapting his machines for motor drive. His machine will, if he wishes, be set up in our laboratory and tests run which show any peculiarities that might affect the adaptability of the machine for electric drive. If necessary, a special motor is designed to suit the requirements of the machine. Sometimes our engineers may suggest a slight change in the drive of the machine itself which adapts it better for motor connection and saves the customer the expense of using a special motor. It sometimes happens, too, that the customer is developing a new product which has impractical features that are not apparent, but which our engineers can foresee from previous experience with similar propositions. By pointing these features out to the customer our engineers can save him a great deal of time and expensive experimental work. Naturally, as a good-will builder, such service can hardly be equaled.

Similarly in every transaction with the customer, whether by our advertising, sales, engineering, credit, traffic or manufacturing department, the idea of service to the customer is kept constantly in mind. It is not the salesman alone in the Robbins & Myers organization who is familiar with the customer's needs. Every man who can serve the customer in any capacity familiarizes himself with the customer's proposition

and renders such service as his department can provide.

When an order of motors goes through the shop, the foremen do not think of them simply as a certain quantity of motors built to certain specifications given them. They know them as Smith & Jones motors or whoever the customer may be. They know just what Smith & Jones require and work with Smith & Jones service in mind. While that job is in his department the foreman is just as much a part of the Smith & Jones organization in spirit, as though he were in the Smith & Jones factory and on their payroll.

So the co-operation the Robbins & Myers Company is receiving from the manufacturers who use or recommend its motors for driving their machines, is due in part to the advertising this company is doing to make the R. & M. nameplate on the motor a mark of known quality on their machine, and in an equal or perhaps greater part to the co-operation these manufacturers are receiving from every unit in the organization, from the salesman who sells the job down through to the man in the factory.

Newspaper Jingles by Brick-maker

The Farr Brick Company, Cleveland, is conducting a newspaper campaign based on the "Safety First" idea. Each piece of copy is made up of a bit of verse on this subject. For instance, this style of copy is carried out:

"Safety First"—is the National cry to-day.
And a cry that every one of us should heed;
So in buying your Brick, we ask—does it pay?
To purchase a brick that will crumble away?
The answer, of course, is No! get one whose test—
Has been and always will be—Buy Farr—the Best.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

There are 125,000

people who can be reached more effectively through

PHYSICAL CULTURE

than through any other channel.

We make this as a positive statement because the 125,000 persons who make up the circulation of PHYSICAL CULTURE regard it as the most interesting and most valuable periodical published.

Reader-interest makes for profitable advertising—always.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

I AM A WOMAN

25 years old, with 5 years' experience as secretary to newspaper publisher of the largest daily in a city of 600,000 in the middle West. Understand advertising both from newspaper and advertiser's point of view.

Have done editorial work as well as advertisement writing. Am experienced stenographer and typist and thoroughly familiar with all details of office work as well as with the mechanical departments of a newspaper. I have reached a point where I cannot advance any further in my present position, besides I wish to locate in New York. I am ambitious in the extreme, have ideas, and am as fast as well as painstaking worker; have frequently worked 16 hours a day, Sundays included if it was required. I will start at \$150.00 a month provided there is a chance for advancement if I prove my worth.

I am looking for a future. Can furnish highest references. If you think you can use me, address, "P.W." Box 328, care PRINTERS' INK.

"Printers' Ink pleases us in all respects."

BROWN & SHARPE MFG. CO.
(Machinery and Tools)

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1034-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 28, 1915

Removing the Burden of Suspicion

The extent of the change in public sentiment as regards "Big Business" is quite strikingly illustrated in certain events connected with the trial of the New Haven Railroad directors, now in progress in New York. More than 230 men were examined before a jury was picked which both sides could accept. But the curious thing was the difficulty in getting jurors who would satisfy the Government; in finding men who were not so opposed to this specific application of the anti-trust law as to unfit them for impartial and unprejudiced judgment.

Five years ago the situation would unquestionably have been reversed. There would doubtless have been quite as much difficulty in securing a fair-minded jury, but the shoe would have been on the other foot. The problem then would be to find twelve men who were not so prejudiced against successful corporations in general, and railroad corporations in par-

ticular, as to make fair judgments impossible. The change in this situation is a pretty good index to public sentiment all along the line.

In brief, there are indications that business men will be permitted to go ahead with the promotion of their enterprises without acting constantly on the defensive. Success is no longer regarded as necessarily indicative of criminal oppression. The change in sentiment is particularly significant for advertisers, who must depend to a large extent upon the responsiveness of the public. One of the by-products of the period of muckraking was a burden of suspicion which every business announcement was compelled to share to a certain extent, and that burden is rapidly being removed.

The "Customary Price" a Public Benefit

According to reports in the trade press, there is a controversy of more or less magnitude between the collar manufacturers at Troy and the haberdashers over the margin of retail profit in the sale of collars at two-for-a-quarter. The retailer makes a gross profit of 40 cents on a dozen collars, and claims that after his cost of doing business is deducted he has practically nothing left. He wants the retail price raised, or the wholesale price lowered. The collar makers retort that either is impossible; the public regards two-for-a-quarter as the "customary price," and will not pay more, while the rising cost of materials and labor prohibits any reduction in the wholesale rate of \$1.10 per dozen.

One of the collar concerns has announced its intention to meet the situation with a line of collars under retailers' private brands, which can be sold for a quarter apiece. Obviously, however, that is only a makeshift. The "customary price" is the powerful factor in the equation, and the real remedy lies in increasing the volume of sales on the one hand, and improving the methods of production on the other. The value to the public of

standard goods of known value has seldom been better illustrated. When the manufacturer has once established a "customary price," which he cannot raise at will, he is simply forced to seek out more efficient selling methods and to improve his processes of manufacture. The same stern necessity is passed on to the dealer. If he cannot cover up the leaks by tacking on an extra margin of profit, he must perforce study out some way to stop the leaks. And in the end the customer benefits.

One Place Where Silence Hurts Some day, when the Federal Trade Commission gets around to it, it might be well to investigate the manners of the Department of Justice. We notice that when the Attorney-General files an anti-trust suit against some alleged malefactor who happens to be prominent in the business world, the tidings are pretty sure to be widely disseminated; but if it chances that the suit is later dismissed for lack of evidence, the silence is profound.

For example, in the article by Gilbert H. Montague, in *PRINTERS' INK* for September 30, certain extracts were printed from the Government's petition against the McCaskey Register Company, of Alliance, Ohio, and the statement was made that the "case had not yet come to trial." Quite so: the case has *not* come to trial, and there is no immediate likelihood that it will. For it now appears that it was dismissed—quietly and decorously buried in the archives of the District Court—so long ago as last January! We have a letter from the company which contains the information.

Now it does seem a little tough to have the Government agents ready with interviews when a concern is prosecuted, and silent as the grave when the case is dropped. The president of the McCaskey Register Company declares that this suit was filed in the closing hours of the Taft administration, and was based solely upon charges made by the company's competitors. The present administration

investigated the charges, found them groundless, and dismissed the suit. But it was all done so quietly that a lawyer who keeps unusually close track of such matters never heard of it. It seems just a trifle unfair, and perhaps the Trade Commission in its crusade against unfair practices will reach this one in the course of time.

Quantity and Quality of Circulation "We are having at the present time a little controversy with a certain publication"—thus reads a recent inquiry received by *PRINTERS' INK*—"owing to the fact that we have been paying them on the basis of a circulation of 35,000. A recent A. B. C. statement reached the writer, and he found that the net paid circulation was approximately 21,000 and their free copies approximately 14,000. We immediately wrote the publication, asking why we should be paying on the basis of 35,000, as we felt that the publisher should charge only on the basis of his net paid circulation. We believe that there has recently been some court decision relative to this same situation."

"Will you kindly give us what information you have regarding this? Also advise us whether in your own mind you believe it to be the wise and just thing for the publisher to sell his circulation upon the basis of total number of copies distributed, rather than on the net paid basis."

Several court decisions have been handed down relative to circulation questions, but we do not know of one which meets precisely that situation. The decision our correspondent refers to is apparently that of the New York Supreme Court in the case of the Cream of Wheat Company against the Arthur H. Crist Company, publisher of *American Motherhood*. The decision was printed in full in *PRINTERS' INK* for April 1, 1915, and involved a definition of the term "paid subscriber." The Cream of Wheat Company had made a contract with the publication by the terms of which it

was to be charged only for that portion of the circulation which was fully paid for, and the controversy arose over a certain group of subscribers who were in arrears. The publisher claimed that they represented actual, bona-fide *paid circulation*, while the advertiser successfully maintained that they should be thrown out of the count since they had only *promised to pay*, but had not done so.

Manifestly the present controversy brings up an entirely different set of circumstances. We do not understand that the publisher made any agreement to deliver a *paid circulation* of 35,000 copies, though it is evident that the advertiser expected a larger proportion of paid circulation than he actually received. If he was led into that belief by any misrepresentation on the part of the publisher, the latter is morally at fault. Otherwise we do not see how the advertiser has any valid claim.

The late Geo. P. Rowell used to say that the circulation of a publication was to be measured by the total number of perfect copies printed. The distribution of those copies afterwards was the measure of the *quality* of the circulation. And many advertisers still adhere to that view of the matter. The ratio between the number of copies sent to paid subscribers and the total number distributed is no exact criterion of the value of a medium. A technical publication may have a large number of advertisers (these advertisers being the leading houses in the industry covered by the technical paper) who receive copies on account of their advertising. Unquestionably they read the publication quite as carefully as if they had paid the subscription price, and they represent a highly valuable group of possible customers. Again, the Post-Office permits a publisher to mail, at second-class rates, a number of sample copies not to exceed ten per cent of his paid list. Frequently this sample copy circulation has its value to an advertiser, although the A. B. C. characterizes it as "unpaid."

In the end, of course, the value of a publication as an advertising medium depends upon its influence with its readers. The advertiser is in reality buying an *audience*, and the question he wants answered is "what kind of an audience." Right there is where the A. B. C. is doing a great service in distinguishing between paid and unpaid circulation, and classifying apart those copies which go to advertisers and those sent as sample copies or otherwise free. It is noteworthy that the A. B. C. does not "throw out" those classes of circulation, not at all. It simply recognizes them as in a different category from the circulation which goes to a paid list. In other words, they have a distinct influence upon the *quality* of the circulation, though the *quantity* would remain unchanged if they were lumped in with the paid list.

The only way we know of to avoid occasional controversies such as that outlined above, is to have a full and distinct understanding as to exactly what is being bought *at the time the contract is made*. It is quite possible that through the work of the A. B. C. some definite standard of measurement for circulation values will be evolved. But until that time the only safe procedure for the advertiser is to keep clear the distinction between quantity and quality, and to insist upon a knowledge of both before the contract is signed. Loosely drawn contracts are responsible for many regrettable misunderstandings between advertisers and publishers.

Tobacco Association Completing Organization

Thirty directors have been chosen by the Tobacco Merchants' Association, who will meet in a few days to complete the organization by the election of executives. Headquarters will be established in New York and it is stated that a nation-wide propaganda will be started to protect the interests of the tobacco trade.

Among the matters with which the association will deal are proposed increases of taxation of tobacco products, price maintenance, trade-mark protection, misbranding, etc.

The concerns that are members of the association represent \$1,500,000,000 of active capital.



Where the Fun Comes From

TODAY'S department of "Parties and Past-times" has a heavy correspondence from women all over the country who are "getting up" merry social affairs.

In one day's mail we have a dozen cases like this: A hurry-up call from a lady in one of the Eastern states for amusements and decorations for a paper wedding. She was at her wit's end for ideas.

Jean Sterling, first aid to the fun-loving, mailed her a complete program. In due time came back the grateful acknowledgment:

"Sincerest thanks. The anniversary—for myself, by the way—was a triumph. I appreciate your kindness in sending me the information. Today's saved the day."

I am sorry that space forbids copying a sample hundred or so of the delightful letters, sparkling with anticipation of coming gayety.

Sarah Field Splint Editor

Today's Magazine

[This is the twelfth advertisement about TODAY's editorial policy]

The Little Schoolmaster's Classroom

A VERY striking demonstration of the value of timeliness is afforded by a certain campaign which began in the newspapers of New York and vicinity a short time since. First, be it known that during the past summer New York was treated to the most pestiferous invasion of mosquitoes within the memory of the oldest inhabitant. For weeks on end the dwellers in screenless apartment houses were tormented by singing varmints at night, and the citronella joke ran neck-and-neck with the Ford joke during most of the late dog-days. It is a safe bet that the mosquito furnished the most fruitful topic of conversation of the whole summer.

* * *

As a result a volunteer committee was formed of citizens of New York, New Jersey and Connecticut, for the purpose of impressing the Federal Government with the importance of adopting some means of exterminating the pest. An advertising campaign was inaugurated for the purpose of securing pledges of support and to raise funds for carrying on the work. The first advertisement, taking a space of 280 lines in the leading newspapers, was run October 2, and those interested were asked to communicate with C. R. Sherlock, advertising manager of the United Cigar Stores Company, and acting secretary of the volunteer committee.

* * *

The response, so Mr. Sherlock told the Schoolmaster, was practically negligible. Pretty nearly every man, woman and child within a radius of 20 miles could have been numbered among "those interested" during the last weeks of August, but by the second of October the interest had well-nigh vanished. By that time the invaders had dug themselves in for the winter, and there was no apparent reason for getting excited. The proverbial short memory of the public was on the job, and

"next summer" could take care of itself. The committee has no intention of abandoning the campaign, and is preparing for a vigorous resumption of it in the spring, when the mosquito begins to threaten a little more closely. The Schoolmaster commends the incident as an illustration of timeliness. And incidentally, it may be suggestive to the advertiser who thinks his public won't forget him if he "drops out for a little while."

* * *

Manufacturers of food products are hereby warned that the State of Kansas possesses a food commissioner who will not tolerate any misrepresentation of a product by means of a trade-mark, fanciful or otherwise. Recently, according to report, he jumped all over a baker for using the name "Butternut" for bread which had no butternuts in it, and a couple of attorneys came all the way from Chicago to find out whether he was joking or not. He wasn't. The syndicate which controls the "Butternut" name and formula can license its use in Kansas only on condition that the labels bear, in large, plain type, the statement that no butternuts are used in making the bread. It is said that the makers of "Honey loaf" and "Cream" bread have also discovered that a sense of humor is no part of a food commissioner's equipment.

* * *

The Merchants Journal, of Topeka, proceeds to have some fun with the commissioner after this fashion:

"Probably the 'Kleen Maid' bread will in the future have to bear a label like this:

KLEEN MAID BREAD

Notice to the public: This is to certify that the word "Kleen" is misspelled on purpose. It is properly spelled "Clean." Do not be deceived. It is only a little joke.

The word "Maid" used in this connection does not mean that we use maids, either young or old, in the recipe

for our bread. Those who have been eating this bread on the assumption that it contains maids, girls, or females of any description should take notice. What we really mean is the word "made," meaning to manufacture, construct or fabricate.

"Kleen Maid" therefore means "Manufactured in a cleanly manner." We will not be responsible henceforth for any misunderstandings.

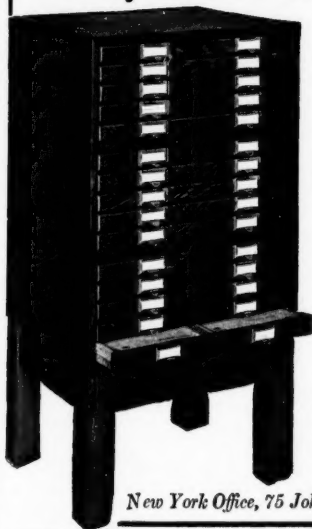
"It is said that the 'Honey bread' people, down at Kansas City, Kans., were called on the carpet, and the horrid truth dragged out of them that their

bread contains no honey. They will be allowed to state that fact on their bread wrapper, in big type—or they may hunt another name. The bakers say that possibly they will beat the game by actually putting a little honey into their bread. Of course, it might spoil the bread, but the public would be 'protected.'"

* * *

If the medium really commands the interest and confidence of those to whom it is mailed, the

Do you FILE or PILE Your Cuts?



Weid Sectional Electro Cabinets

provide accessible and dust-protected space for your engravings, type forms, etc.

You buy the Top Section first—it contains over 1200 square inches of electro space. You add Bottom Sections as you need them. Stack them as high as you wish.

Use of Base is optional.

Price—Plain Oak, Golden or Natural Finish

Top Section . . . \$6.00

Bottom Section . . . 5.25

Stack as shown . . . 19.85

Freight paid on \$10.00 orders to Eastern and Central States

Made also in Quartered Oak and Birch Mahogany.

Get *Weid* Catalogs

Weid products are practical, efficient and economical.

This is but one of many styles of files for electros, forms, photos, drawings, copy, correspondence, cards, etc., listed in 96 page Catalog "J."

You ought to have our catalogs of time, temper, trouble saving Device and Sectional Bookcases.

The *Weid* Manufacturing Co.

New York Office, 75 John St.

59 Union St., Monroe, Mich.

A Western Manager of National Publication Desires Change

If you need the services of a solicitor or representative who has had managing experience, knows the territory from Pittsburg to Minneapolis, who has had a hard proposition to sell and has sold it, who is young, married and respectable—then let me hear from you.

Would consider either salary or commission.

Address "C. W.," Box 343, Care of Printers' Ink

A. C. Forbes Mesquita

Presents HIMSELF

Formerly Assistant Superintendent of Correspondence for the largest mail-order house in the East; subsequently in charge of Collections and Sales Promotion for New Jersey manufacturing concern. Offers unusually well developed ability in writing, planning and directing sales letter campaigns either for mail-order or manufacturing lines dealing direct with consumer or through local representatives. Can take entire large volume of correspondence and produce maximum results at minimum cost. Working knowledge of Advertising renders him invaluable where co-operative work with Advertising Department is required. Has more ideas than a monkey can find in a coconut. Proven capable executive; college man, twenty-eight, virile and enterprising. Best business and personal references. Would like to hear from some progressive concern requiring the very positive and definite services which he offers.

Send details of your proposition in first letter.

Address 39 West 59th St., New York City.

Have You An Opening

for an aggressive high grade man capable of managing your Advertising Department—Purchasing the printing art and engravings or directing the sales force. An executive of proven ability practical ideas, stamina and clean record. Worthy of your investigation. "S. W." Box 344, care Printers' Ink.

NORMAN HALL ADVERTISING ILLUSTRATIONS



REPUBLIC BLDG.—CHICAGO

Serving
American School of
Correspondence,
Carter White Lead Co.
Commonwealth Edison
Co., Cream of Wheat Co.
K.C. Baking Powder
Marshall Field & Co.
Rand McNally & Co.
Santa Fe Railway
Technical World Mag-
azine, Tobooy Furniture
Company, The House
of Kuppenheimer,
Rilly & Britton Co.,
A.C. McClurg & Co.

fact that it is an "official organ" does not hurt it. If it is a perfunctory publication, a side-issue of the organization responsible for its existence, and gets little or no attention, the fact that it is "official" does not save it. The Schoolmaster knows of official organs that are fired into waste-baskets without ever being taken out of the wrappers, and when he sees an effort made to sell the good will of an organization under the guise of "advertising" in an official publication he feels like exclaiming "O advertising, what crimes are committed in thy name!" It is astonishing that large organizations will permit their good will to be held as a club over the heads of advertisers in order to fill space of doubtful value. If the good will that is offered for sale by the solicitor were actually delivered, the bargain would not be such a bad one from the advertiser's point of view. The cost could be taken out of the "entertainment" fund. But very often only the nervy solicitor and the equally nervy secretary of the "organization" are aware that the advertiser finally "came across." It is doubtful that resolutions about "giving ad-

WANTED AT ONCE

Experienced agency copy man. Advise experience, salary and when you can come. Send samples if you have any. Must come before November 1st.

H. H. CLARK

Woodward & Tiernan Printing Co.
St. Louis, Missouri

Advertising and Sales Experience

Have been 4 years manager and sales manager prominent proprietary drug manufacturer. Am making good, but want a larger opportunity, where initiative and ability to bear responsibility are appreciated. American, 30, college graduate, 12 years' business experience in several lines. Familiar with copy, layouts, mediums, etc. Know how to go after facts, and form a sensible judgment from them. Capable handling sales, advertising and general management of medium sized business that wants to grow. Location in the East, preferably New York City. J. W. B., Box 342, Printers Ink.

vertisers in our publication preference" amount to anything beyond the effect on the advertiser himself when his money is sought for the space.

One official publication, supposed to represent clubs in a good list of the larger cities of the country, follows the plan of giving each city on the list a "write-up number." In order to secure this "write-up number," the members of the local club must hustle around and get a considerable amount of advertising patronage from local concerns, most of which is purely retail or local business. Granting that the publication may be read by the members of the entire organization as thoroughly as magazines generally are read, the fact remains that certainly not less than ninety-five per cent of the circulation is of no earthly use

to an advertiser who is doing business in only one city. Yet the natural pride of the local club in seeing its city "written up" and themselves mentioned in the special number usually results in the much-harassed local advertisers being forced to go along with the plan.

Glass Baking-dishes Are Introduced

"Pyrex" glass dishes for baking are being advertised in various cities under the dealers name. The following message is sent to the housekeeper: "With Pyrex you bake faster and better. You bake and serve in the same dish. You use less dishes. You clean Pyrex dishes with the utmost ease. Polish them to a brilliant sheen.

"You save work, time, fuel (money), pantry space.

"Every woman with the interests of her home at heart should give Pyrex a trial."

How to Boost a Rate

The best way we know of boosting an advertising rate is to increase circulation so rapidly that advertisers become eager to pay more for the service given them. This is what we are doing with GOOD HEALTH. We are adding subscribers at a rate which bids fair to more than double our circulation before the end of the season. This means we shall soon have to charge more for GOOD HEALTH advertising space. Of course, we dislike to do this and, for a limited time, we shall accept orders—and contracts for one year—on the basis of existing rates. The time to take advantage of this is NOW. Next month may be too late. For full information address—

J. Dwight Brewer, Advertising Manager, GOOD HEALTH

1810 W. Main St.

Battle Creek, Mich.

ANY NEWSPAPER

Classified ad can be placed thru us at a big saving of your time and expense. (Direct or thru your Agency.)

Send for Bulletin 134. Contains best lists.

Arkenberg Special Agency, Publishers' Representatives
Newspaper Classified Exclusively, 408 Madison Ave., Toledo, O.

Agencies—If you're not one of the 151 advertising agencies "clearing" newspaper classified thru us send at once for the Bulletin and commission proposition.

"GIBBONS Knows CANADA"

Utica Ad Club Withdrawn from A. A. C. of W.

The Utica, N. Y., Ad Club has withdrawn from the A. A. C. of W., due to lack of interest and a decline of mem-

bership. Twenty-two members of the former club have organized themselves into an informal body to be known as the "Twenty-two Club." It is stated that the name will be changed to suit the size of the membership list, as this increases from time to time.

PAUL BROWN COMMERCIAL ARTIST

61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.



If You Want to Reach the Motor Car Owner Use the AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

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Classified Advertisements

ADVERTISING SERVICE

Women Buy 90%

of all commodities sold. I know how to approach these women to win their orders. High percentage of inquiries in mail order literature, and excellent results circularizing for orders. Widely experienced in general publicity, and highly specialized in all mail-order advertising and circularizing. Let me analyze your proposition FREE.

Woman Ad Writer, Box 772, c/o P. I.

BUSINESS OPPORTUNITIES

WANTED: CAPITAL TO ADVERTISE and extend a going Mail Order Business that has 15,000 customers. Address Box 752, care of Printers' Ink.

FOR SALE OR TO LEASE ON EASY TERMS. A well-equipped printing office in New York. Owner has retired and offers exceptional opportunity to enterprising printer to obtain control of a medium-sized plant. Address Box 756, c/o P. I.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

MULTIGRAPH FOR SALE. Complete equipment. Value \$625. No. 10 machine, electric drive, automatic paper feed, printing ink and type-setting attachments, typewriter type, stools and stands included. Perfect condition. \$500. Putnam Knitting Co., Cohoes, N. Y.

HELP WANTED

Representative. For a splendid territory, by a well known Trade Paper. Commission. Experienced man only. Box 730, care Printers' Ink.

WANTED: Drug Advertisement Solicitor for high class alumni journal. Strictly commission basis. A good proposition. A profitable side line. Apply to Dr. Wimmer, 115 W. 68th St., N. Y.

A young, active, assistant advertising manager is wanted by a New England manufacturer. The work includes preparation of house organs, trade paper copy and general work of an advertising department. It is essential that the applicant is of the right temperament to act as an assistant. Opportunities are good for rapid advancement. A knowledge of mechanics is desirable but not essential. Please give full details and salary expected. Box 751, c/o P. I.

Printing Salesman—New York house with an established reputation for quality work done at reasonable prices has an opening for a salesman. Unusually good chance for an advantageous connection. Address by letter only. Box 755, care Printers' Ink.

A large publishing house handling educational books on the subscription plan has opening for a man in its Sales Department as assistant to the Sales Manager. Location, New York. Fine opportunity for promotion to branch manager for man who has selling ability and can handle salesmen. Some experience in specialty handling desirable, but not essential. A man who shows ability to grow into this business will be paid around \$20.00 per week to start, and be given opportunity to make a high salary when he makes good.

Address Box 744, care P. I.

MAIL ORDER MANAGER

WANTED—A large department store now maintaining a mail order department has opening for manager. Qualifications include experience in department store merchandising and mail order methods. A knowledge of advertising would be an advantage. Application should give full particulars of previous employment, size of business accustomed to, and qualifications. Correspondence confidential if desired. Address, F. G. S., P. O. Box 206, Madison Square, New York, N. Y.

Advertising Man and Assistant Sales Manager

A publishing house not very far from New York has an opening for a young man possessed of brains, energy, education and some experience. Applicants should state present and previous connections. The position must be filled immediately. Salary \$35 per week. Box 750, care Printers' Ink.

Wanted: An advertising manager. A man preferred who has had considerable road experience as salesman in farm implement field, selling both to dealers and direct to farmers.

Must have the gift of writing honest, strong copy. Must know the advertising game thoroughly both in theory and practice.

The position requires a broad executive who can take entire responsibility of an organized Advertising Department which formulates its own policies, prepares and places direct all its material.

In replying state every position ever held and nature of work in each. Box No. 764, c/o Printers' Ink, N. Y.

Wanted—Experienced advertising man for well-established agency. One who can write forceful and convincing copy and plan campaigns. Must have had agency experience. Give complete information regarding experience. Send samples, which will be returned. State salary expected. Address Frank Du Noyer Advertising Agency, Utica, N. Y.

THE MAN WE WANT

realizes that success is 10% opportunity and 90% intelligent hustle.

Established progressive firm doing a National business has a splendid opportunity for a young man of marked executive ability with experience in advertising, initiative, sound judgment, and who is an able correspondent. He will start as assistant to the General Manager and Sales Manager, and will develop the position of Advertising Manager as fast as his energy and ability will permit. Please give full details in first letter, including age, experience, positions held, salary expected at start, and any special qualifications indicating fitness for position.

Applications considered confidential and returned if desired. Box 761, care of Printers' Ink, N. Y.

MAILING LISTS

LISTS OF AUTO OWNERS
40,000 IOWA, 15,000 SOUTH DAKOTA, 12,000 OKLAHOMA, 50,000 KANSAS, 45,000 NEBRASKA, all new 1915 names and guaranteed 98% accurate. Price, any quantity, \$1.00 per thousand, forwarded by C. O. D. Parcels Post. Address R. W. MORRISON, 328 SO. 16TH ST., OMAHA, NEB.

POSITIONS WANTED

Wanted—A newspaper man of experience is at liberty to consider a proposition as business or general manager. For further particulars address Box 738, care Printers' Ink.

Advertising artist—designing and illustrating, color and black-and-white work. Has newspaper experience. Wants new situation where ideas, ability and industry count. Box 770, c/o P. I.

SALESMAN wants position as manufacturer's agent in Rocky Mountain States. Aggressive, honest and sober. Best of references. 3 years' experience. First-class lines only considered. Box 759, c/o P. I.

Please turn to page 111 of this issue of Printers' Ink where I have given, with some detail, my qualifications for the position of Advertising Manager with a large, progressive concern. D. V., Box 341, care Printers' Ink.

TECHNICAL MAN

Electrical engineer (25), capable of handling copy and layouts, seeks position where engineering training and experience will be of value. Box 753, care Printers' Ink.

Advertising man, six years' newspaper training, wishes to connect with paper or anything in the advertising field offering greater opportunity for advancement. 23 years old. Salary no object. Box 769, care Printers' Ink.

TRADE PAPER MAN OF WIDE experience, a make-up, copy and plan man, solicitor, correspondent and executive, capable of managing business end, wants new job in or near Boston. Now employed. Address Box 758, care Printers' Ink.

EDITORS, have you a job for me on your magazine? I am now working as a writer and copy reader on a New York newspaper. Have had four years' experience in the journalistic game and am a hustler. Want to change, providing the chance you offer has a future. Box 762, c/o P. I.

A man 35 years of age, possessing 24 years of active selling experience, the author of two books dealing with salesmanship, a frequent contributor during the past six years to trade journals. A writer of newspaper news articles for public utility companies, desires to make a connection where his ability to analyze sales methods and to write will be worth real money. Box 763, c/o P. I.

As a former managing editor I often felt the need of a dependable subordinate at my right hand. Now, being out of a managing editorship, I offer my services where a dependable man is needed. Have worked up from devil to managing editor, as proof-reader, telegraph editor, night editor, news editor, editorial writer, managing editor. Have had several years' experience as agricultural editor. Not too proud to begin low if given a chance to work up. Don't drink. Box 754, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

REPRESENTATIVES

DO YOU WANT CHICAGO OFFICE and rep? Any line. Good location. Live wire in Selling & Adv. Best refs. Bond. Sal. or com. R. O. B., care Adv. Ass'n, Chicago, Ill.

STANDARD BOOKLETS

Specialists in writing, designing and printing Booklets by standard, cost-cutting methods originated by us. Many styles 3½ x 6 in. 8, 16 and 32 pages, attractive covers, 1,000, 8 pages and cover, for \$17.75; 5,000 for \$42.75. Samples, if requested on your letter head. The Dando Company, 26-32 S. 3rd Street, Philadelphia.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Sept., 1915, 72,144 daily; 66,575 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. M. Leiby. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 185,342. For Sept., 1915, 134,952 daily; Sun., 164,749.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 26,701 av., Sept. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year, independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©) Sun., 33,018. (©) The Evening Bulletin, 48,772 ave. net paid for '14.

These two South Dakota papers: The Sioux Falls Press The South Dakota Farmer Best in their field. G. Logan Payne Co., representatives. Chicago and New York.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 98,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Ar. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 1c a word, line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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Try It Out In Chicago

When you get ready to launch a new product on the market--or to inaugurate an advertising campaign for an old product--and wish to test your sales plans, feel the public pulse, before plunging clear in--*try it out in Chicago first.*

We will give you very valuable assistance in doing this. We will help you *merchandise* your product here in Chicago, before you spend a dollar for advertising. We will assist you in getting the support of good dealers. We will go over every angle of the Chicago situation with you,

from a Chicago sales standpoint, and we will show you how to put on your initial campaign at the *lowest cost to you.*

Our Merchandising Service Department has been doing work of this kind for several years. Its staff has acquired a specialized experience such as perhaps no other group of men has acquired--an experience covering a wide variety of merchandise, sold under a wide variety of sales conditions.

The services of these men are at your disposal free of charge. Their experience is at your command. They will be glad to give you the best that is in them, whenever you are ready to consider the Chicago field.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco